

Brand Tracking Baseline Study

-- Q50 Update & Strategic Insights Final Report --

prepared for



December, 2001



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RESEARCH & CONSULTING**

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Executive Summary...

I. BACKGROUND & OBJECTIVES

Since March, 2000 the U.S. Mint has been assessing the impact of its 50 state quarters program on the American public at large, and Mint customers, in particular. Beginning in 2001, the U.S. Mint elected to broaden the scope of its tracking studies to include both an on-going assessment of its Q50 program, and specific guidance for strategic marketing decisions and customer service initiatives.

From a business perspective, the U.S. Mint wanted to ensure that its Q50 program was still meeting its objectives. In addition, it needed to prioritize resource allocation for product and/or service improvements as well as identify marketing opportunities, and track its progress against these initiatives over time.

Specifically, the goals of the research are to: assess the general public's Q50 awareness, knowledge, attitudes, and behaviors, monitor coin collectors basic attitudes and behaviors, establish preferences for alternative retail channels, capture baseline perceptions of the Mint and its competitors, and determine Mint customers' basic customer requirements and the extent to which the Mint and its competitors are perceived to be meeting these requirements.

II. METHODOLOGY

For this expanded baseline tracking effort, a two-stage survey was administered – a full-scale telephone screening completed by 1,913 adults, followed by an in-depth mail survey completed by 1,190 of the telephone survey respondents.

The mail survey questionnaire, developed in conjunction with the Mint research team, focused on knowledge and impressions of coin organizations, customer service requirements, and detailed information on the Q50 program. The primary thrust of the analyses was to update estimates for the Q50 program, profile U.S. coin collectors and Mint customers, and assess customers' service requirements and impressions for the Mint and its competitors.

Executive Summary...

III. KEY FINDINGS: Q50 AWARENESS, ATTITUDES & BEHAVIORS

Familiarity with the Q50 program dipped slightly among the general public and remained steady among U.S. Mint customers between December, 2000 and the present time. However, the program's association with the U.S. Mint is still relatively low among those highly familiar with the program. Not surprisingly, the U.S. Mint's and the government's association with the Q50 program increase substantially as annual spending with the Mint rises.

Awareness of Q50 television advertising has remained relatively stable overall and among Mint customers between the most recent waves (i.e., 9/01 and 12/00), while awareness of Q50 print ads has increased dramatically.

As expected, Mint customers are generally more informed about specific Q50 program features compared to the American public overall; the same is true for those who recall advertising among both groups. Today, most U.S. Mint customers and many Americans overall know that the quarters will be produced in the order in which states joined the union, which is a considerable improvement from the last wave. In addition, it is more well known at this time that the U.S. Mint will produce five new quarters a year, and that these quarters will be produced in limited numbers. Both the American public and Mint customers are now well aware that Q50 quarters will *not* have a higher silver content and the Mint will *not* produce a new quarter every month for 50 months. A fact that is less well known is that each quarter will be minted for only 10 weeks.

The proportion of adults who have made an effort to save, put aside or collect state quarters has grown from one-half of the population (~98 million adults) to two-thirds (~139 million adults) since March, 2000. There has been a good deal of fluctuation in the types of individuals collecting state quarters since tracking efforts began in March, 2000 – twice as many children are now involved.

Except for Mint customers who are actively engaged in saving and purchasing state quarters, most collectors today are merely saving them. Surprisingly, Q50 collectors would rather hunt for state quarters than buy them, even though they acknowledge that those that have not been in circulation are more valuable. The number of quarters collected to date continues to escalate and interest is expected to continue with 70% of adults overall (~150 million) planning to collect state quarters in the future; of these, about 1.2 million are U.S. Mint customers – a substantial increase from the previous wave.

Executive Summary...

III. KEY FINDINGS: Q50 AWARENESS, ATTITUDES & BEHAVIORS (Continued)

Compared to Non-collectors, Q50 collectors are more apt to be women, older, white, and have children under 18 and/or grandchildren; they are also less educated, affluent and more often retired. Women's and home and garden magazines are often read by Q50 collectors, while news magazines are favored by both groups. Q50 collectors are more likely to frequently read local weekly newspapers and frequently watch almost all television program categories. They are slightly more likely than non-collectors to watch cable channels, particularly Discovery, Lifetime, the Fox Family Channel, and TBS.

IV. KEY FINDINGS: IN-DEPTH LOOK AT COIN COLLECTORS

U.S. Mint customers have more favorable attitudes towards coin collecting than Non-Mint U.S. coin collectors -- the majority of the former want to pass on their collection to the next generation or use coins to honor a special event. Furthermore, U.S. Mint customers feel more excited about, and more challenged by, coin collecting than Non-Mint U.S. coin collectors.

U.S. Mint customers are much more likely than Non-Mint U.S. coin collectors to collect official U.S. Mint coin sets; however, there is no appreciable difference among these groups in their likelihood to collect Q50 state quarters. Approximately one-half of U.S. Mint customers have been collecting coins for more than 20 years, while close to one-half of Non-Mint U.S. coin collectors have only been collecting coins for less than two years. Given their commitment to coin collecting, it is not surprising that U.S. Mint customers' collections are more valuable than those of Non-Mint U.S. coin collectors.

U.S. Mint customers have considered dealers and direct mail companies most often for their coin purchases, while Non-Mint U.S. coin collectors have considered The Franklin Mint and TV shopping programs. U.S. Mint customers have also bought from more sources compared to Non-Mint U.S. coin collectors. In the past year, a sizeable percentage of Non-Mint U.S. coin collectors have not made any purchases from the sources presented to them in the survey, while U.S. Mint customers rely on the U.S. Mint, dealers, and direct mail companies to make their purchases.

Executive Summary...

IV. KEY FINDINGS: IN-DEPTH LOOK AT COIN COLLECTORS (Continued)

Over the next year, nearly all U.S. Mint customers expect to purchase coins from the U.S. Mint again, while about 1 in 10 Non-Mint U.S. coin collectors expect to make coin purchases from the U.S. Mint and TV shopping programs. Non-Mint U.S. coin collectors expect to spend an average of \$15 next year at the U.S. Mint, while U.S. Mint customers expect their spending to remain relatively stable at approximately \$130+ per year for 2001 and 2002. While the majority of U.S. Mint customers expect to either decrease their spending at other organizations to \$0 or show no change in such spending, one-fifth expect to increase their spending at the U.S. Mint by up to 50% over last year.

Fully one-half of U.S. Mint customers say they have used the U.S. Mint website, primarily for browsing and/or obtaining product information as well as for making purchases. The website is used because it is fast, secure, easy, and convenient.

V. KEY FINDINGS: RETAIL CHANNELS FOR U.S. MINT PRODUCTS

The vast majority of U.S. Mint customers and Non-Mint customers feel it is appropriate for the U.S. Mint to sell its products directly to the public. A widespread perception exists that U.S. Mint products are not available through well-known retail outlets; the largest percentage of Non-Mint customers who believe other channels are used, think it is Wal-Mart.

No one outlet stands out as the most suitable channel -- equivalent proportions of Mint and Non-Mint customers support or reject most of the retail outlets presented to them. The use of Hallmark shops or Barnes & Noble as channels for selling Mint products would neither improve nor diminish the Mint's reputation with existing customers; for all other outlets, the balance is tipped against such partnerships.

Executive Summary...

VI. KEY FINDINGS: KNOWLEDGE & IMPRESSIONS OF U.S. MINT & COMPETITORS

Most Americans are aware that the U.S. Mint and the Franklin Mint sell coins. The U.S. Mint enjoys the highest unaided advertising awareness of all coin sources and about the same overall advertising recognition as the Franklin Mint and direct mail companies. Overall, U.S. Mint customers and Non-customers have minimal unaided recall for TV or print coin ads.

The U.S. Mint is, by far, the most frequently thought of organization for buying coins for oneself, even among Non-Mint customers. Although the U.S. Mint still receives the highest percentage of "first mentions" as a source for coin gifts, the Franklin Mint is mentioned by a sizeable percentage of adults.

The U.S. Mint is overwhelmingly recognized as a producer of U.S. coins for circulation; no other organization comes close. In terms of in-depth insights into each organization's reputation, the U.S. Mint is the most well known overall, followed by TV shopping programs and the Franklin Mint. The Q50 state quarter's program and official U.S. Mint coin sets are the most recognized products offered by the U.S. Mint. However, many Americans incorrectly believe that the Franklin Mint offers official U.S. Mint coin sets, commemorative coins, and even state quarters.

The general public feels that the coins from the Franklin Mint and several other organizations are more suitable as gifts than those from the U.S. Mint. Not surprisingly, U.S. Mint coin products are considered to be the most authentic/genuine; U.S. Mint customers view regional and local coin dealers as the next most authentic, while Non-customers place the Franklin Mint in this position. The U.S. Mint's coin products are considered the most educational and most reasonably priced by both groups. U.S. Mint products are considered to be a very sound investment by the vast majority compared to coins from other sources.

VII. KEY FINDINGS: CUSTOMER SERVICE REQUIREMENTS

Across the eight customer service attributes evaluated, Mint customers attach the most importance to merchandise returns. Service support and shipping charges are also relatively important. Well over one-half of U.S. Mint customers perceive that TV shopping programs, the U.S. Mint, and direct mail companies offer optimal merchandise return service.

Executive Summary...

VII. KEY FINDINGS: CUSTOMER SERVICE REQUIREMENTS

A large majority of customers indicated that a call center with weekday business hours and 24/7 web service meets their needs. The Franklin Mint and the U.S. Mint deliver optimal service support to over one-third of all U.S. Mint customers, while, at the same time, under-delivering to few.

Although free web shipping meets or exceeds the needs of nearly all U.S. Mint customers, the needs of two-thirds are also met with a flat \$3.95 fee per order across the board. However, this finding is weighted heavily by non-web users and from prior research we know that adding a shipping fee for web orders will alienate web customers. Most customers perceive that the Franklin Mint and the U.S. Mint charge optimal shipping fees; the U.S. Mint has by far the lowest incidence of under-delivery on this feature.

Although notifying customers of new products by e-mail up to two weeks prior to the product launch exceeds the needs of most customers, service without any e-mail notification fails to meet the needs of most customers. The U.S. Mint is perceived as providing optimal e-mail notification service for the majority of its customers.

The use of high quality, durable packaging materials meets or exceeds the needs of virtually all customers, while plastic shrink wrap fails to meet the needs of nearly half. Given that almost all customers perceive that TV shopping programs, the U.S. Mint, and the Franklin Mint use high quality packaging materials, it is not surprising that they are under-delivering to few customers.

Shipping orders within three business days would suffice for most U.S. Mint customers. Given the divergent shipping time needs of U.S. Mint customers, it is not surprising to find moderate to high levels of both over- and under-delivery for most of the organizations.

For back orders, shipping partial orders meets the needs of more customers than shipping only complete orders; however, most customers' needs can be met by either shipment arrangement. Except for web auction sites, all organizations are perceived as offering optimal back order handling by most U.S. Mint customers.

A large majority of customers indicate that they are satisfied when orders are shipped to a single address. All organizations are perceived as offering optimal multiple shipment availability by a majority of U.S. Mint customers.

Executive Summary...

VIII. CONCLUSIONS & IMPLICATIONS

Today's Q50 update is encouraging, however, there is disturbing evidence that future growth may be difficult to achieve without continued marketing efforts. Although the use of alternate retail channels would make U.S. Mint products more readily available, the U.S. Mint would be wise to select only high quality outlets. Even though the U.S. Mint has "everything going for it" – authentic, educational and affordable coins/coin-related items, it does not have sufficient recognition as a source for coin gifts. Finally, because some confusion exists about what service levels are currently available, it may be worthwhile to re-evaluate what is offered and, subsequently, to make U.S. Mint customers more aware of the levels.

Background & Objectives...

SINCE MARCH, 2000 THE U.S. MINT HAS BEEN ASSESSING THE IMPACT OF ITS 50 STATE QUARTERS PROGRAM ON THE AMERICAN PUBLIC, AT LARGE, AND MINT CUSTOMERS, IN PARTICULAR

- In 1999, the U.S. Mint began a program designed to stimulate awareness of, and interest in, U.S. coin collecting
 - For 10 years, the Mint will be issuing specially designed state quarters
 - Five new quarters will be minted and circulated each year
 - The new quarters will be issued in the order in which the states joined the Union
- To date, 15 quarters have been issued, each with significant media coverage and a public relations event so that consumers and coin collectors would become aware of the quarters and elect to collect them as well as other coins
- To determine the program's impact, a tracking survey was implemented in March, 2000
 - Until the current survey, a total of three tracking waves had been conducted – March, 2000; October, 2000; and December, 2000
 - These surveys, conducted by Peter D. Hart Research Associates, were designed exclusively to monitor the awareness, knowledge, attitudes and behaviors of the American public (including coin collectors/Mint customers) regarding the 50 State Quarters Program

Background & Objectives...

BEGINNING IN 2001, THE U.S. MINT ELECTED TO BROADEN THE SCOPE OF ITS TRACKING STUDIES TO INCLUDE BOTH AN ON-GOING ASSESSMENT OF ITS Q50 PROGRAM, AND SPECIFIC GUIDANCE FOR STRATEGIC MARKETING DECISIONS AND CUSTOMER SERVICE INITIATIVES

- From a business perspective, the U.S. Mint wanted to ensure that its Q50 Program was still meeting its objectives
 - Creating increasing public awareness of the U.S. Mint – its role, products, and services
 - Stimulating a new, and enduring, interest in coin collecting among younger people
- In addition, it needed to prioritize resource allocation for product and/or service improvements as well as identify marketing opportunities, and track its progress against these initiatives over time
- Thus, the U.S. Mint commissioned National Analysts to conduct a benchmark survey of both its Q50 Program and other business indicators; specifically, the goals of the research are to...
 - Assess the general public's Q50 awareness, knowledge, attitudes, and behaviors and determine in what ways, if any, these have changed from prior research waves
 - Monitor coin collectors basic attitudes and behaviors, including Mint Website activity
 - Establish preferences for alternative retail channels
 - Capture baseline perceptions of the Mint and its competitors
 - Determine Mint customers' basic customer requirements and the Mint's perceived performance against them in comparison to competitors

Methodology... Research Overview

FOR THIS EXPANDED BASELINE TRACKING EFFORT, A TWO-STAGE SURVEY WAS DESIGNED – A FULL-SCALE TELEPHONE SCREENING, FOLLOWED BY AN IN-DEPTH MAIL SURVEY

- The telephone screening, conducted among nearly 2,000 adults – general public, coin and/or other collectors, and U.S. Mint customers – was undertaken for three specific reasons...
 - Measure awareness of the Q50 Program and its advertising, in general, and specific program characteristics which have been repeatedly featured in its advertising campaigns
 - Identify sufficient numbers of Mint customers, coin collectors, and non-coin collectors to facilitate completion of the follow up survey
 - Secure cooperation among eligibles for this survey
- The in-depth mail survey, conducted among nearly 1,200 of the telephone survey respondents, was undertaken to permit more detailed probing of Mint and Non-Mint customer perceptions of the U.S. Mint and its competitors, and to determine the needs and unmet needs of the Mint's current customer base
 - It was conducted by mail to permit use of complicated questioning techniques
 - It provided a vehicle for soliciting opinions about a wider variety of Mint competitors than would have been possible if a telephone approach had been used

Methodology... Sample Design & Selection

TWO SAMPLING FRAMES -- U.S. MINT CUSTOMER FILE AND A RANDOM-DIGIT-DIAL (RDD) TELEPHONE LIST -- WERE USED TO ENSURE THAT THE FULL RANGE OF U.S. MINT CUSTOMERS AND NON-CUSTOMERS WERE INCLUDED IN THE SURVEY

- The U.S. Mint customer file was used to ensure that there were a sufficient number of customers with different purchase patterns to perform detailed analyses of various customer groups
- Based upon our instructions, the Mint stratified their customer file into the following three expenditure segments and selected the sample
 - Less than \$100
 - \$100 to \$499
 - \$500 or more
- The RDD sample was selected from telephone exchanges and working banks of four digit numbers that included both listed and unlisted telephone numbers throughout the U.S.; this list served as the basis for identifying primarily Non-Mint coin and/other collectors and non-collectors
- Sufficient names and telephone numbers were sampled to complete the required number of telephone screenings (estimated at approximately 2,000) and desired minimum of 1,000 completed mail questionnaires – 200 in each of the three Mint expenditure segments, 200 with other collectors, primarily coin collectors, and 200 with non-collectors

Methodology... Telephone Screening

A TOTAL OF 1,913 TELEPHONE SCREENINGS WERE COMPLETED FROM WHICH ESTIMATES OF Q50 PROGRAM AND ADVERTISING AWARENESS WERE DERIVED

- Telephone screenings were conducted in August and September, 2001 in which interviewers asked to speak with the sampled Mint customer and/or the adult (18 years of age or older) in the household with the next birthday if from the RDD sample
- Once the appropriate individual was located, he/she was screened to identify his/her relevant collecting and coin purchasing behaviors, and invited to participate in the mail survey
- It should be noted that in some instances, Mint customers said they had not made a purchase and RDD sampled individuals indicated they had made Mint purchases
 - As a result, potential mail survey respondents were characterized on the basis of their screening information and mailed questionnaires accordingly
 - This portion of the screening lasted approximately 3 minutes
- The remainder of the screening (approximately 4 to 5 minutes) was conducted with those who were deemed eligible for the mail survey and had agreed to cooperate
 - Unaided and aided awareness of coin producers, coin advertising and the Q50 Program were among the topics covered
 - A copy of the full screening form may be found in the Appendix

Methodology... In-Depth Mail Survey

A TOTAL OF 1,190 USEABLE MAIL SURVEY QUESTIONNAIRES WERE RECEIVED FROM WHICH THE NUMBER OF Q50 COLLECTORS WAS ESTIMATED AND THE REMAINING PRODUCT IMPROVEMENT, MARKETING, AND CUSTOMER SERVICE RESULTS WERE GENERATED

- Questionnaires were mailed in mid-August and the final returns were received by late September
- Of the 1,220 questionnaires received, 30 were voided during the cleaning and processing stages because of ineligibility, incompleteness and/or ambiguities that could not be clarified
- In addition, based upon detailed answers provided in the questionnaire and screening, the 1,190 respondents were classified into their correct U.S. Mint/Non-Mint strata
- The number of in-depth mail interviews across these strata that were used in the analysis was as follows:
 - Mint customers in the past 12 months who spent...
 - Less than \$100 242
 - \$100 - \$499 331
 - \$500 or more 286
 - Non-Mint customers...
 - U.S. coin collectors 230
 - Non-coin collectors 101

Methodology... In-Depth Mail Survey

THE MAIL SURVEY QUESTIONNAIRE, DEVELOPED IN CONJUNCTION WITH THE MINT RESEARCH TEAM, FOCUSED ON KNOWLEDGE AND IMPRESSIONS OF COIN ORGANIZATIONS, CUSTOMER SERVICE REQUIREMENTS, AND DETAILED INFORMATION ON THE Q50 PROGRAM

- The questionnaire contained a total of nine areas of inquiry as follows...
 - Coin collecting attitudes, habits, and practices
 - Knowledge and impressions of coin-related organizations
 - Customer service requirements and importances
 - Perceived performance of the U.S. Mint and its competitors on these requirements
 - Potential impact of service changes on U.S. Mint coin purchases
 - Use and impressions of the U.S. Mint Website
 - Retail channel preferences for distribution of U.S. Mint products
 - In-depth Q50 current and future coin collecting habits
 - Demographics and media habits
- Seven competitors were selected for inclusion; respondents were asked to rate a total of four of them on a split sample basis – everyone rated the U.S. and Franklin Mints plus two others
 - The Franklin Mint (perceived as the primary competitor)
 - The American Historic Society
 - Uncover
 - TV shopping programs (e.g., the Home Shopping Network, QVC, etc.)

(Continued)

Methodology... In-Depth Mail Survey

- Internet auction sites (e.g., eBay)
 - Regional or local coin dealers
 - Companies offering coins through direct mail, newspapers, or magazine ads
- A total of eight customer service attributes and levels of each (corresponding to what the U.S. Mint currently offers and might offer in the future) were included in those portions of the questionnaire where customer service requirements and perceived performance were measured

Customer Service Attributes

Service Support Availability	Call Center or Web-based staff available 24 hours a day, 7 days a week
	Call Center available weekdays during business hours/web-based staff available 24 hours a day
Multiple Shipment Availability	Call Center available weekdays during business hours; no web-based service available
	Ship order to single address only
Advance e-mail Notification of Upcoming Products	Ship order to two or more addresses
	1 to 2 weeks before product is available for on-line sale
Shipping Charges	E-mail notification not available
	Free shipping for Website orders, \$3.95 charge per order for phone, fax, or mail orders
	Flat shipping charge of \$3.95 per order, regardless of how order is placed
	Expenditure-based shipping charge increases with size of order, regardless of how order is placed
Handling of Returned Merchandise	Refunds, credits, and exchanges available
	No refunds—credit or exchanges only
	No refunds or credit—exchanges only
Back Orders Handling	Ship complete order only
	Ship partial order if some products are not available
Product Packaging Materials	Made of high quality, durable materials
	Made of plastic shrink wrap
	Order shipped on same day/next day after ordering
Time To Ship Order	Order shipped within 3 business days
	Order shipped within 7 business days or more

(Continued)

Methodology... In-Depth Mail Survey

- To determine the importances attached to each of these customer service attributes, respondents were shown a series of scenarios, each depicting different customer service configurations, and were asked to indicate the likely impact each would have on their projected U.S. Mint spending for the upcoming year
 - A total of 16 different scenarios were required
 - Each respondent saw a total of 8 of them

Example of Customer Service Scenario for U.S. Mint Customers									
Service Support Availability	Call Center available business hours weekdays/web staff available 24 hrs/ day								
Multiple Shipment Availability	Ship order to two or more addresses								
Advance e-mail Notification of Upcoming Products	E-mail notification not available								
Shipping Charges	Flat shipping charge of \$3.95 per order, regardless of how order is placed								
Handling of Returned Merchandise	No refunds -- credit or exchanges only								
Back Orders Handling	Ship complete order only								
Time To Ship Order	Order shipped within 3 business days								
Product Packaging Materials	Made of plastic shrink wrap								
Under these conditions, would your spending with the U.S. Mint for the next 12 months be likely to decrease, increase, or stay the same?									
(CHECK ONE BOX BELOW)									
Decrease to Zero	Stay the Same								Increase by 100%
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- A copy of the full questionnaire may be found in the Appendix

Methodology... Data Preparation

EXTENSIVE CODING, EDITING, AND CLEANING WERE PERFORMED ON BOTH THE TELEPHONE SCREENINGS AND MAIL QUESTIONNAIRES TO ASSURE DATA COMPREHENSIVENESS, INTEGRITY AND REASONABLENESS

- The CATI screening interviews were reviewed for logic and consistency
- Mail questionnaire responses were reviewed for completeness and voided as necessary
 - Comprehensive hand-editing was conducted prior to data processing to develop codes for the "Other-Specify" questions and to code them
 - Callbacks were performed for missing data as deemed necessary
- Extensive checks were subsequently performed to verify skip patterns and to uncover unlikely or irrational responses; appropriate corrections were applied on a case-by-case basis
 - Collection types and purchase amounts received particular attention
 - Outlier checks* were conducted and additional callbacks were performed
- In the end, 30 questionnaires were voided, including four that were found to be from coin dealers

* Defined as values greater than three standard deviations from the mean value for the stratum.

Methodology... Weighting

ONCE CLEANED, THE DATA WERE WEIGHTED TO REFLECT U.S. MINT CUSTOMER TOTALS, AS WELL AS THE UNIVERSE OF NON-CUSTOMERS IN THE U.S.

- Customer population totals obtained from the U.S. Mint and adult population totals from the U.S. Census provided preliminary weighting targets for U.S. Mint customers and non-customers
- Weights were constructed so that the sample represented the estimated size of the customer population within the U.S. Mint expenditure strata and the remaining adult population
- Two sets of weights were developed and applied to facilitate the required Q50 and other detailed analyses; they were a...
 - Screening weight that projected the 1,913 screening interviews up to the population totals
 - Interview weight that projected the 1,190 mail survey responses to the same population totals

Distribution of Survey Respondents & Population Totals by Sampling Strata

Respondent Category	# of Respondents	Estimated Total Population
# U.S. Mint Customers	859	1,255,855
# with <\$100 past year spend	242	849,621
# with \$100-\$499 past year spend	331	343,620
# with \$500+ past year spend	286	62,614
# Non-Customers	331	206,520,254
Total Sample	1,190	207,776,109

Methodology... Analysis & Reporting

THE PRIMARY THRUST OF OUR ANALYSES WAS TO UPDATE ESTIMATES FOR THE Q50 PROGRAM, PROFILE U.S. COIN COLLECTORS AND MINT CUSTOMERS, AND ASSESS CUSTOMERS' SERVICE REQUIREMENTS AND IMPRESSIONS FOR THE MINT AND ITS COMPETITORS

- As for the Q50 program update, which appears in the next chapter, cross-tabulations were run and survey results were compared to the previous three Peter D. Hart Research Associates surveys, where possible
 - Q.S6, Q.S7, Q.S14, and Q.29a-g from the current survey's screening and mail questionnaires were among those that were compared
 - It should be noted that slight wording and/or tabulating modifications were introduced in the current wave to allow for more meaningful analyses
- In terms of profiling Mint customers and other Non-Mint U.S. coin collectors, cross-tabulations were produced and the relevant data were extracted and are presented in Chapter IV
 - Similar analyses of U.S. Mint and Non-Mint customers, as well as coin purchasers and savers, were performed
 - These additional analyses may be found in the Appendix
- In addition, detailed analyses of U.S. Mint and Non-Mint customer preferences for alternative retail distribution channels and their knowledge and perceptions of the Mint and its competitors appear in Chapters V and VI

(Continued)

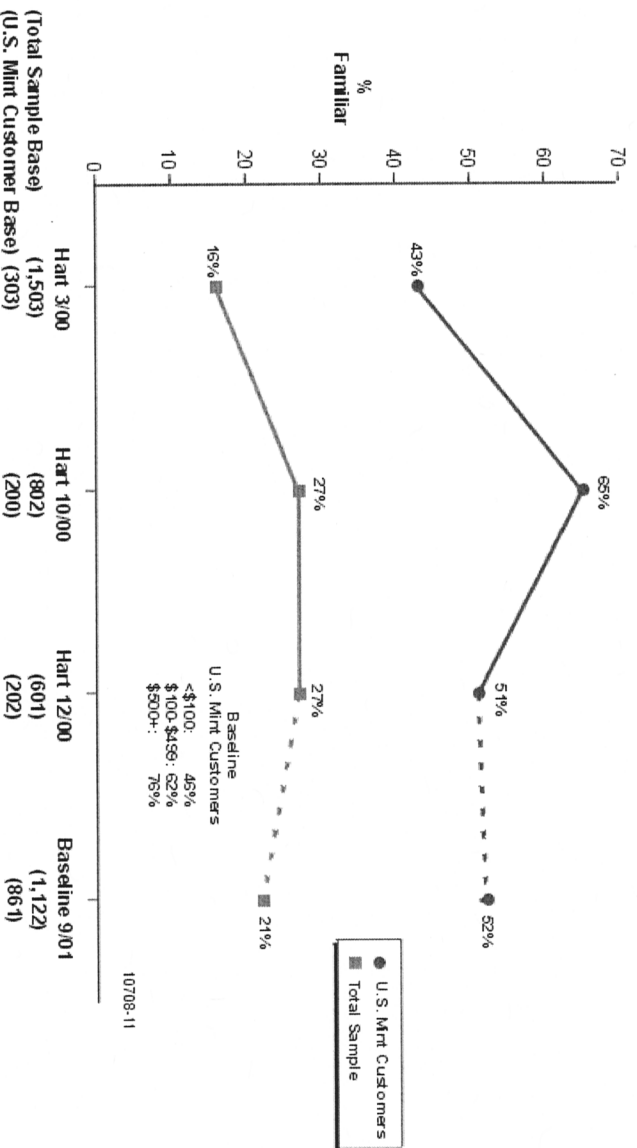
Methodology... Analysis & Reporting

- As for the customer service requirements, importances, and perceived performance analyses, several steps were undertaken to produce the results presented in Chapter VII
 - Partworths and utilities (importance scores) were developed to determine which customer service attributes are most important overall and which service level changes would likely have the most effect on customer purchases
 - For each customer service attribute, the level at which the U.S. Mint and its competitors are perceived to be performing was determined – these data are presented as the vertical bars beginning in Table 65 and similar tables thereafter
 - Next, for each customer service attribute level, the percentage of Mint customers who feel that level exceeds, meets, and fails to meet their requirements was determined – these data are presented as the lines beginning in Table 65 and similar tables thereafter
 - Lastly, for each customer service attribute, the performance of the Mint and its competitors was compared to customers' requirements and the extent to which a competitor is over-, optimally or under-serving Mint customers is presented beginning in Table 66 and similar tables thereafter
- The analysis focusing on customer service needs and unmet needs was restricted to U.S. Mint customers and did not include Unicoover and the American Historic Society because the number of adults familiar with these two organizations was too small to produce meaningful results
- Throughout this report, whenever the phrases "general public" or "American public" are used they refer to the entire U.S. adult population including U.S. Mint and Non-Mint customers

Q50 Program Update... Program Familiarity

Q50 PROGRAM FAMILIARITY DIPPED SLIGHTLY FROM 27% TO 21% AMONG THE GENERAL PUBLIC AND REMAINED STEADY AMONG MINT CUSTOMERS AT 52% BETWEEN DECEMBER 2000 AND THE PRESENT TIME

Table 1
Familiarity With Q50 Program*



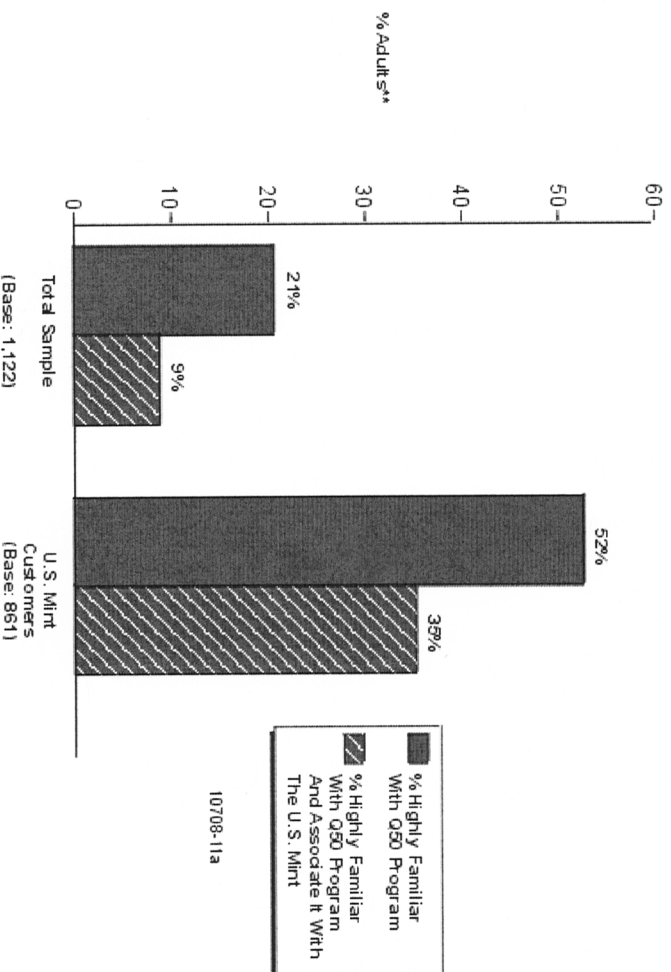
* Percentages are top box results (5 for Hart, 6 for baseline data) on a scale from "1" to "5" ("6" for baseline data) where "1" means "Read or heard nothing at all" and "5" ("6" for baseline data) means "Read or heard a great deal."

Source: Q.S5, Q.S6, Hart Q.3

Q50 Program Update... Program Familiarity

HOWEVER, THE PROGRAM'S ASSOCIATION WITH THE U.S. MINT IS STILL RELATIVELY LOW AMONG THOSE HIGHLY FAMILIAR WITH IT – FEWER THAN 1 IN 10 ADULTS OVERALL AND 4 IN 10 U.S. MINT CUSTOMERS MAKE THE “FULL” CONNECTION

Table 2
Association Of The Q50 Program With The U.S. Mint*



* Percentages are top box results (6) on a scale from “1” to “6” where “1” means “Strongly disagree” and “6” means “Strongly Agree.”

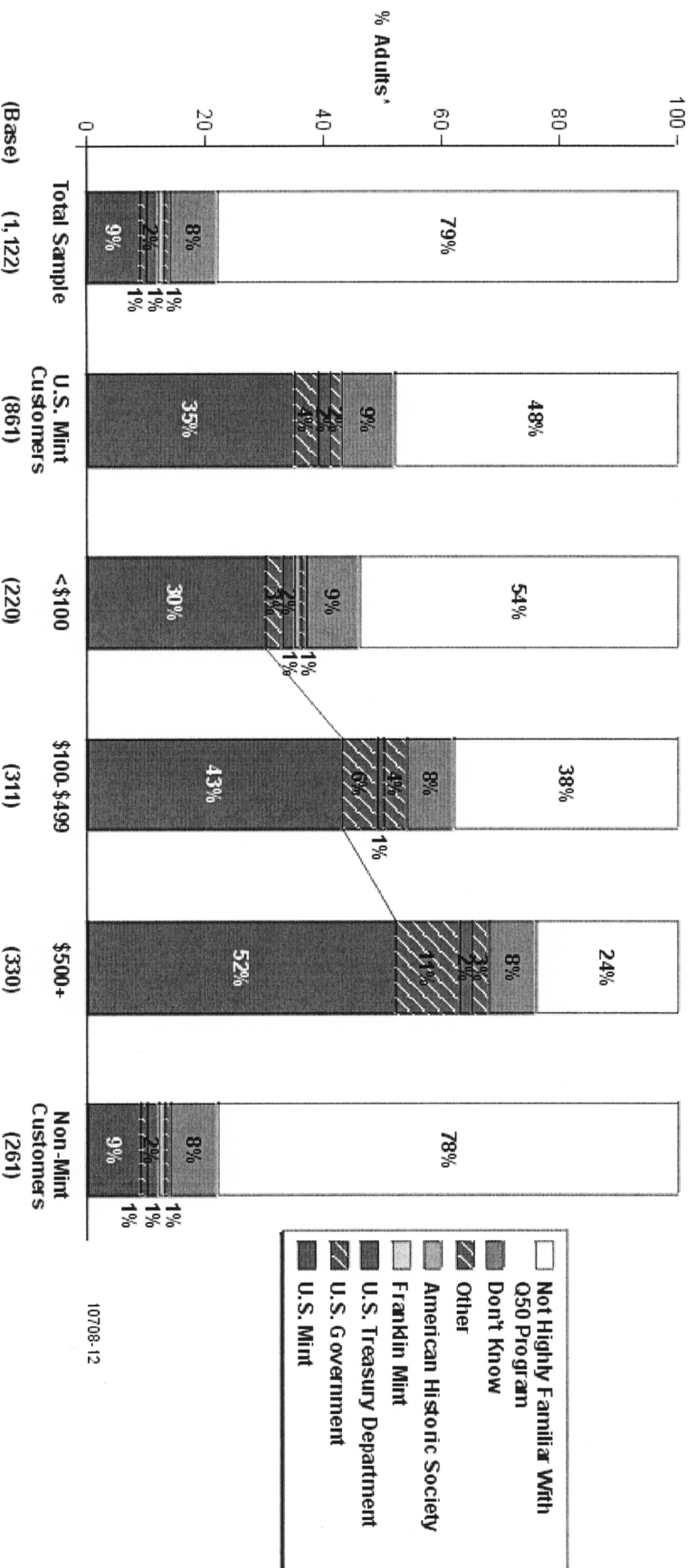
** Among those who know the names of any organizations that sell coins.

Source: Q.S5, Q.S6, Q.S6a

Q50 Program Update... Program Familiarity

NOT SURPRISINGLY, THE U.S. MINT'S AND THE GOVERNMENT'S ASSOCIATION WITH THE Q50 PROGRAM INCREASE SUBSTANTIALLY AS ANNUAL SPENDING RISES

Table 3
Association Of The Q50 Program With The U.S. Mint

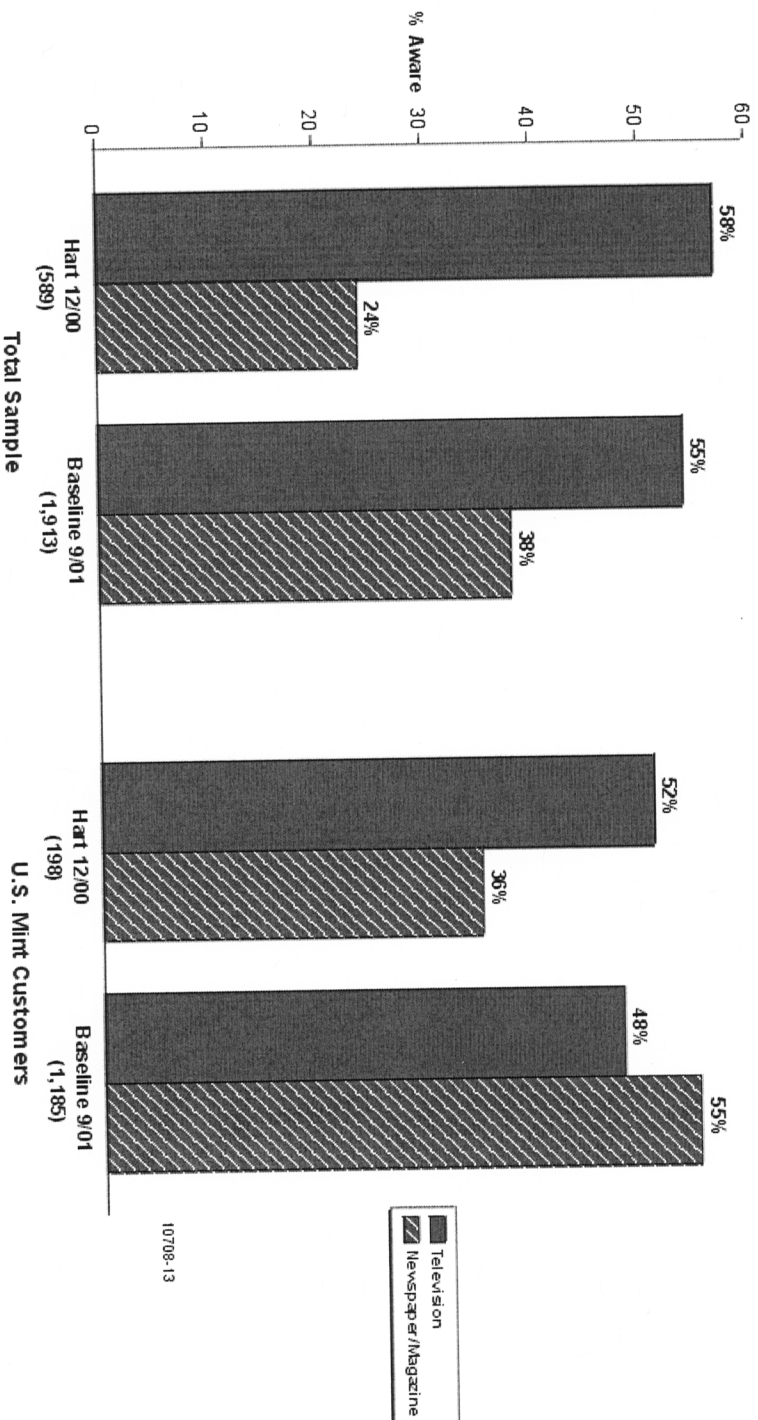


*Among those who know the names of any organizations that sell coins and are highly familiar with the Q50 program.
Source: Q.S6a

Q50 Program Update... Advertising Awareness

AWARENESS OF Q50 TELEVISION ADVERTISING HAS REMAINED RELATIVELY STABLE OVERALL AND AMONG MINT CUSTOMERS BETWEEN THE MOST RECENT WAVES, WHILE AWARENESS OF Q50 PRINT ADS HAS INCREASED DRAMATICALLY

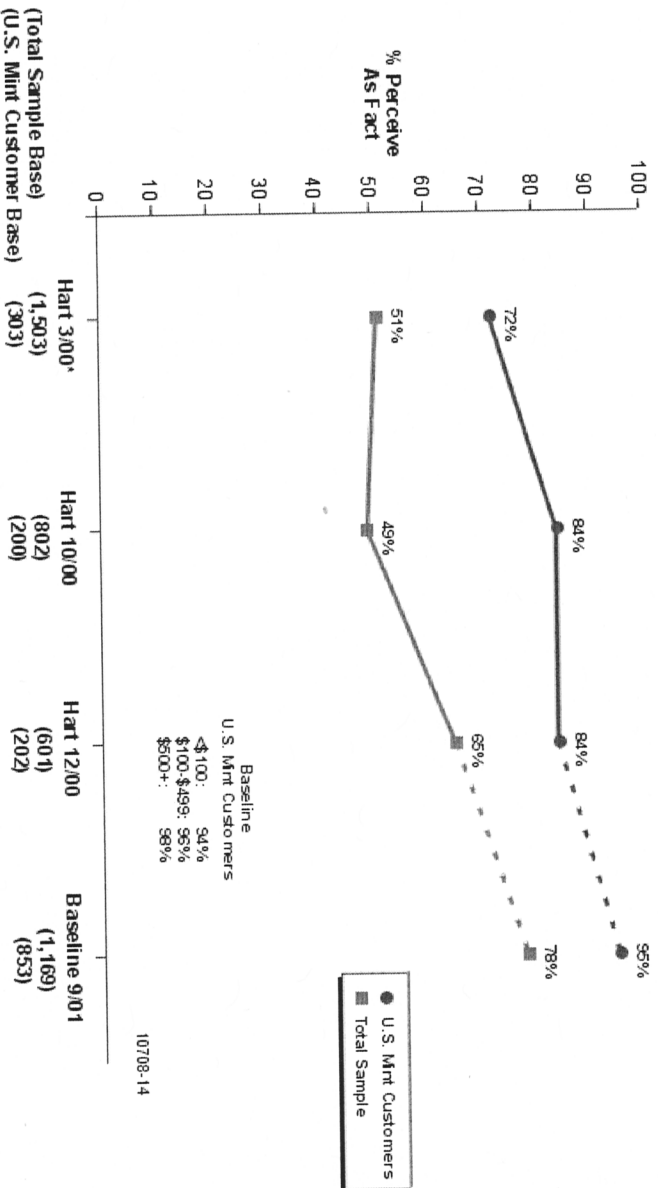
Table 4
Advertising Awareness For Q50 Program



Q50 Program Update... Awareness of Program Features

TODAY, VIRTUALLY ALL U.S. MINT CUSTOMERS AND THREE-QUARTERS OF THE AMERICAN PUBLIC OVERALL KNOW THAT THE QUARTERS WILL BE PRODUCED IN THE ORDER IN WHICH STATES JOINED THE UNION, WHICH IS A CONSIDERABLE IMPROVEMENT FROM THE LAST WAVE

Table 5
"Fact: The New Quarters Will Be Produced In the Order In Which States Joined The Union"

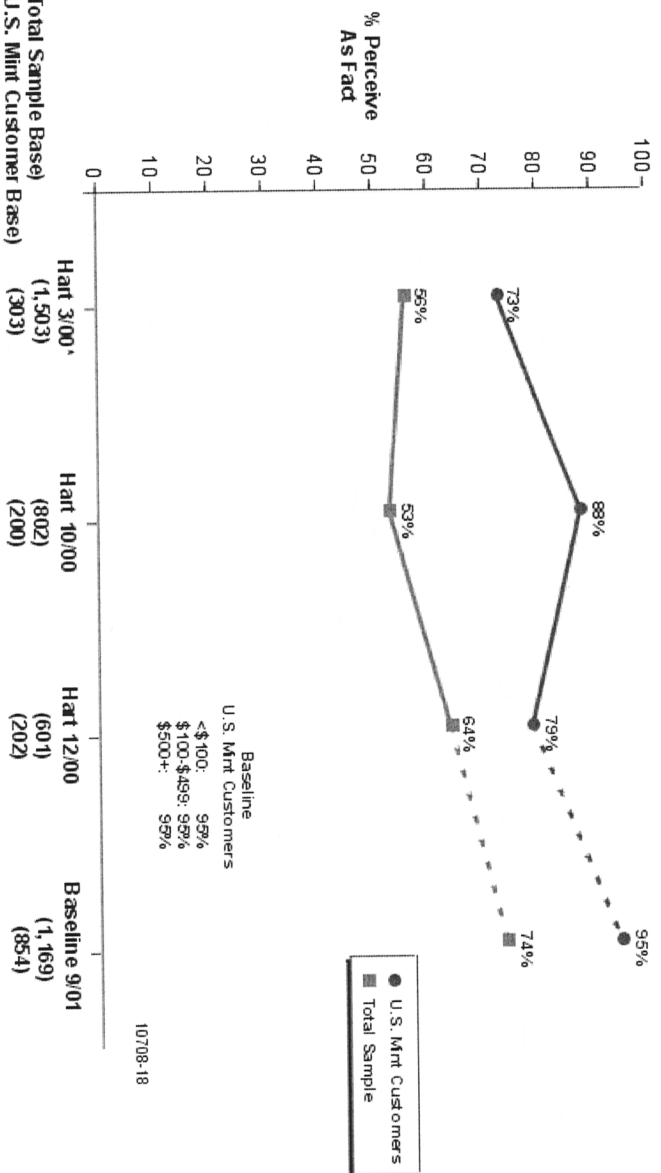


* Percentage distributions for all Hart studies are based upon including don't know responses while the baseline study does not include these responses.
Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

THE KNOWLEDGE LEVELS REGARDING THE FACT THAT THE U.S. MINT WILL PRODUCE FIVE NEW QUARTERS A YEAR IS ALSO MORE WELL KNOWN AT THIS TIME

Table 6
"Fact: The Mint Will Produce Five New Quarters A Year Beginning In 1999 & Ending In 2008"

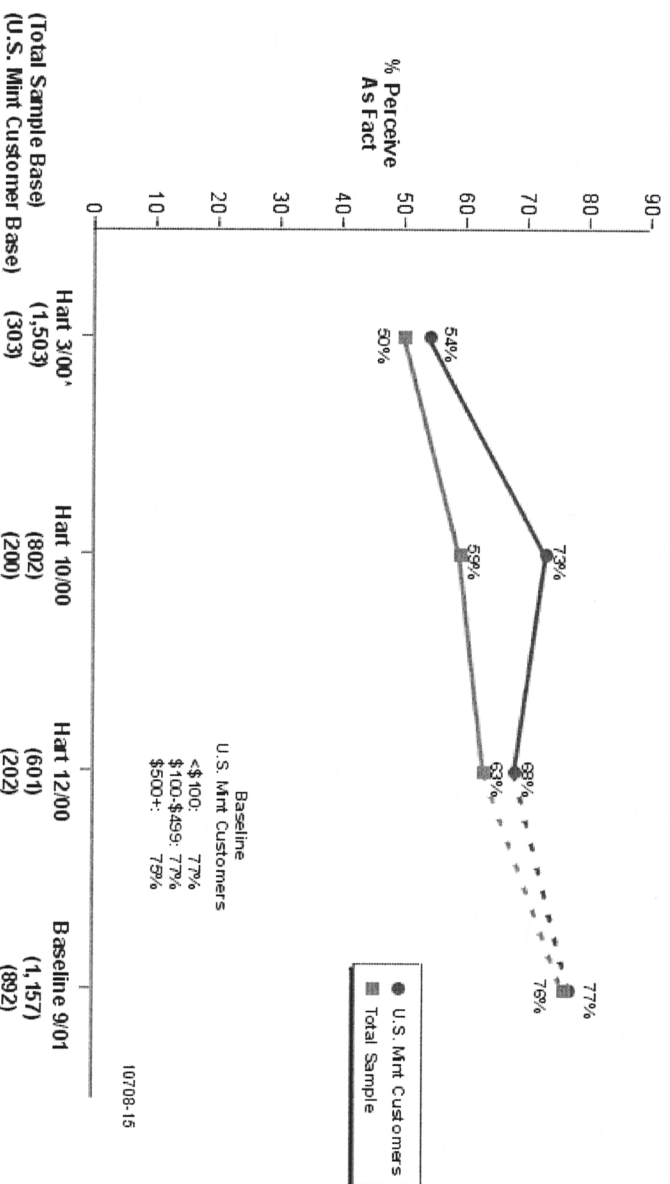


* Percentage distributions for all Hart studies are based upon including don't know responses, while the baseline study does not include these responses.
Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

NOW, AS MANY AS THREE-QUARTERS OF THE AMERICAN PUBLIC AND U.S. MINT CUSTOMERS KNOW THAT THE MINT WILL PRODUCE A LIMITED NUMBER OF EACH NEW QUARTER, WHICH IS A MODEST IMPROVEMENT OVER DECEMBER, 2000 LEVELS

Table 7
"Fact The Mint Will Produce A Limited Number Of Each New Quarter"



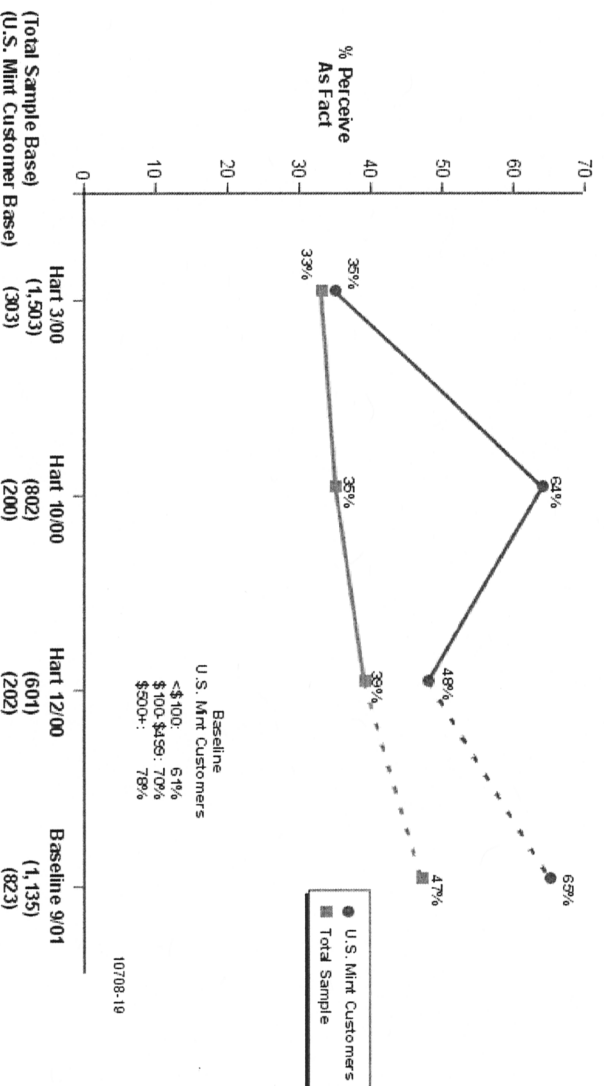
* Percentage distributions for all Hart studies are based upon including don't know responses, while the baseline study does not include these responses.
Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

FEWER THAN 50% OF ALL ADULTS AND 65% OF MINT CUSTOMERS KNOW THAT EACH QUARTER WILL BE MINTED FOR ONLY 10 WEEKS

- Although knowledge of this program feature is higher than the previous wave, it is among the least well known at this time

Table 8
"Fact: Each Quarter Will Be Minted For Only 10 Weeks & Then Will Never Be Minted Again"



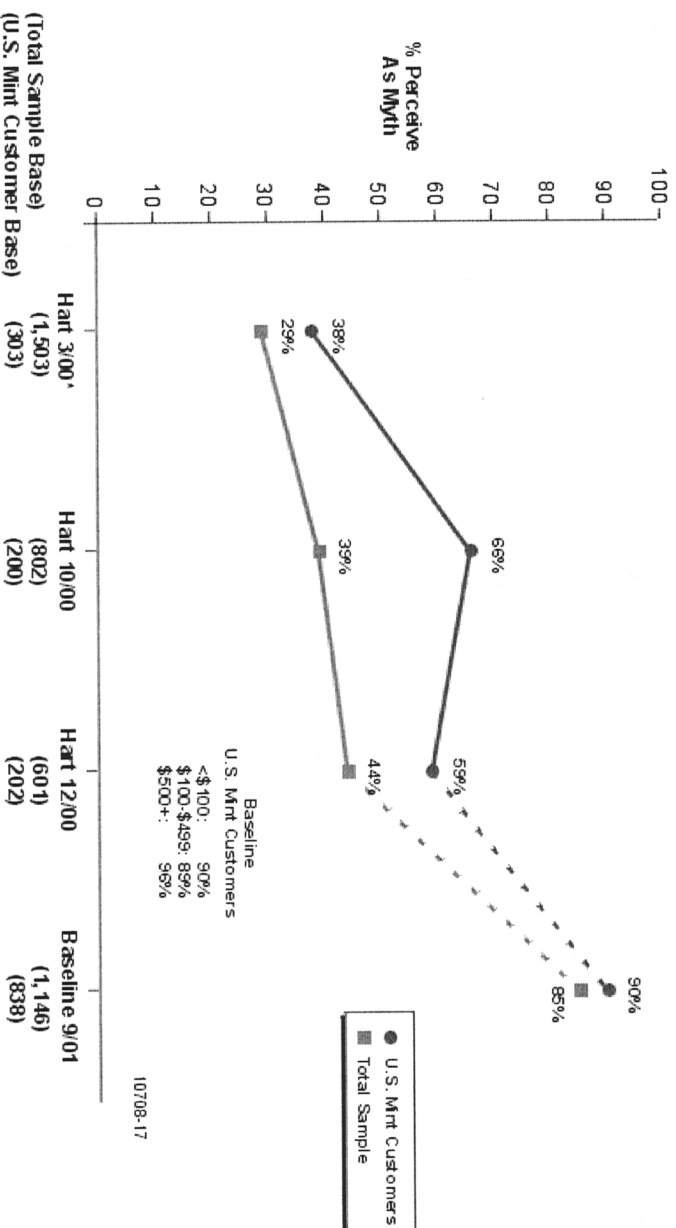
* Percentage distributions for all Hart studies are based upon including don't know responses, while the baseline study does not include these responses.
Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

BOTH THE AMERICAN PUBLIC AND MINT CUSTOMERS ARE NOW WELL AWARE THAT Q50 QUARTERS WILL NOT HAVE A HIGHER SILVER CONTENT

- Such knowledge has nearly doubled for the American public since December, 2000

Table 9
"Myth: The New Quarters Will Have A Higher Silver Content Than The Old Quarters*"

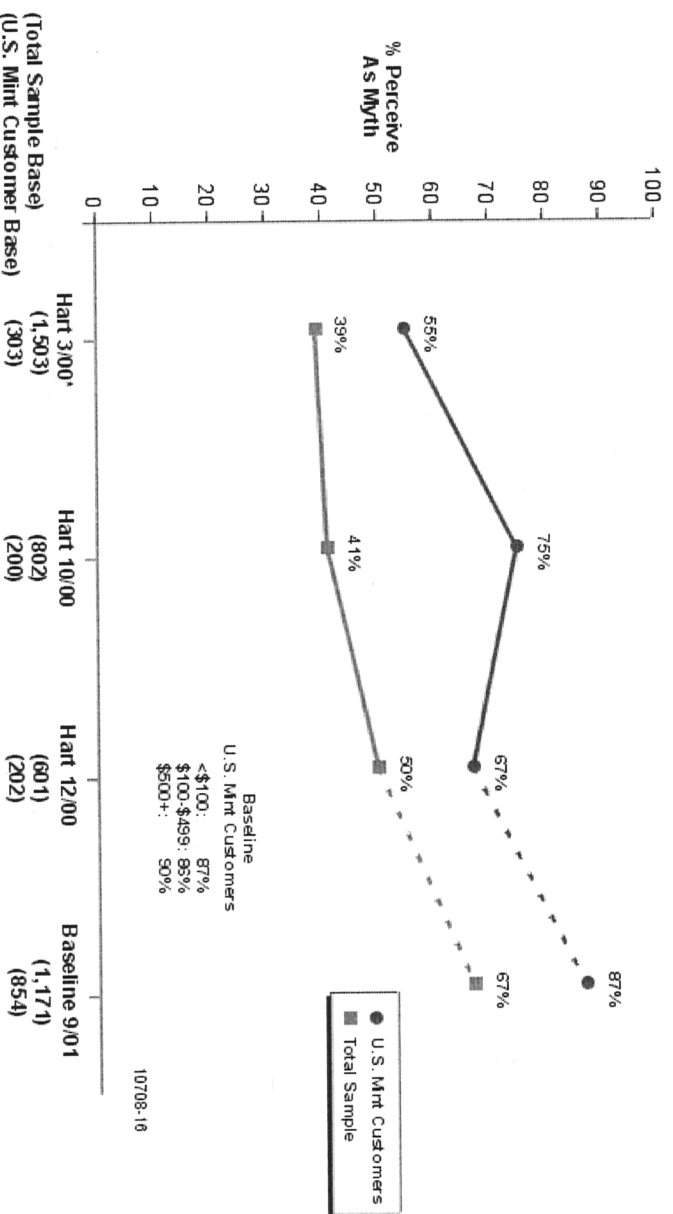


* Percentage distributions for all Hart studies are based upon including don't know responses, while the baseline study does not include these responses.
 Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

THERE HAS ALSO BEEN A SIGNIFICANT IMPROVEMENT IN BOTH GROUPS' ABILITY TO IDENTIFY THAT THE MINT WILL NOT PRODUCE A NEW QUARTER EVERY MONTH FOR 50 MONTHS

Table 10
"Myth: The Mint Will Produce A New Quarter Every Month For The Next 50 Months"



* Percentage distributions for all Hart studies are based upon including don't know responses, while the baseline study does not include these responses.
 Source: Q.29a, Hart Q.4

Q50 Program Update... Awareness of Program Features

AS EXPECTED, MINT CUSTOMERS ARE GENERALLY MORE INFORMED ABOUT SPECIFIC Q50 PROGRAM FEATURES COMPARED TO THE AMERICAN PUBLIC OVERALL; THE SAME IS TRUE FOR THOSE WHO RECALL ADVERTISING AMONG BOTH GROUPS

Table 11
Specific Program Feature Recollection*

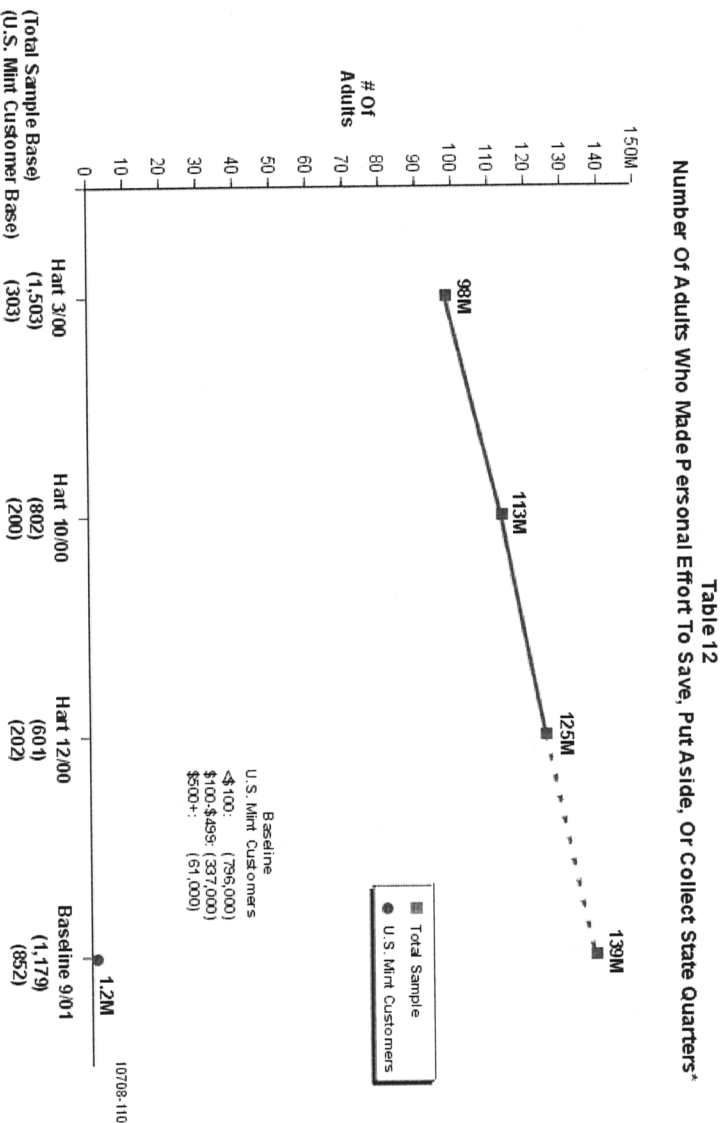
	Total Sample			U.S. Mint Customers		
	Total %	Advertising Recall %	No Advertising Recall %	Total %	Advertising Recall %	No Advertising Recall %
Myth: The new quarters will have a higher silver content than the old quarters	85	89	78	90	91	88
Fact: The new quarters will be produced in the order in which states joined the union	78	79	75	95	94	94
Fact: The Mint will produce a limited number of each new quarter	76	81	67	77	76	78
Fact: The Mint will produce 5 new quarters a year beginning in 1999 and ending in 2008	74	73	76	95	96	95
Myth: The Mint will produce a new quarter every month for the next 50 months	67	67	69	87	86	90
Fact: Each quarter will be minted for only 10 weeks and then will never be minted again	47	50	43	65	66	61
(Approximate Base)	(1,158)	(810)	(336)	(844)	(621)	(214)

* Percent who correctly identify statement as myth or fact.
Source: Q.29, Q.S14

Q50 Program Update... Collecting Activities

THE PROPORTION OF ADULTS WHO HAVE MADE AN EFFORT TO SAVE, PUT ASIDE OR COLLECT STATE QUARTERS HAS GROWN FROM ONE-HALF OF THE POPULATION (~98 MILLION ADULTS) TO TWO-THIRDS (~139 MILLION ADULTS) SINCE MARCH, 2000

- Approximately 122.7 million adults have made a serious effort to collect six or more quarters to date

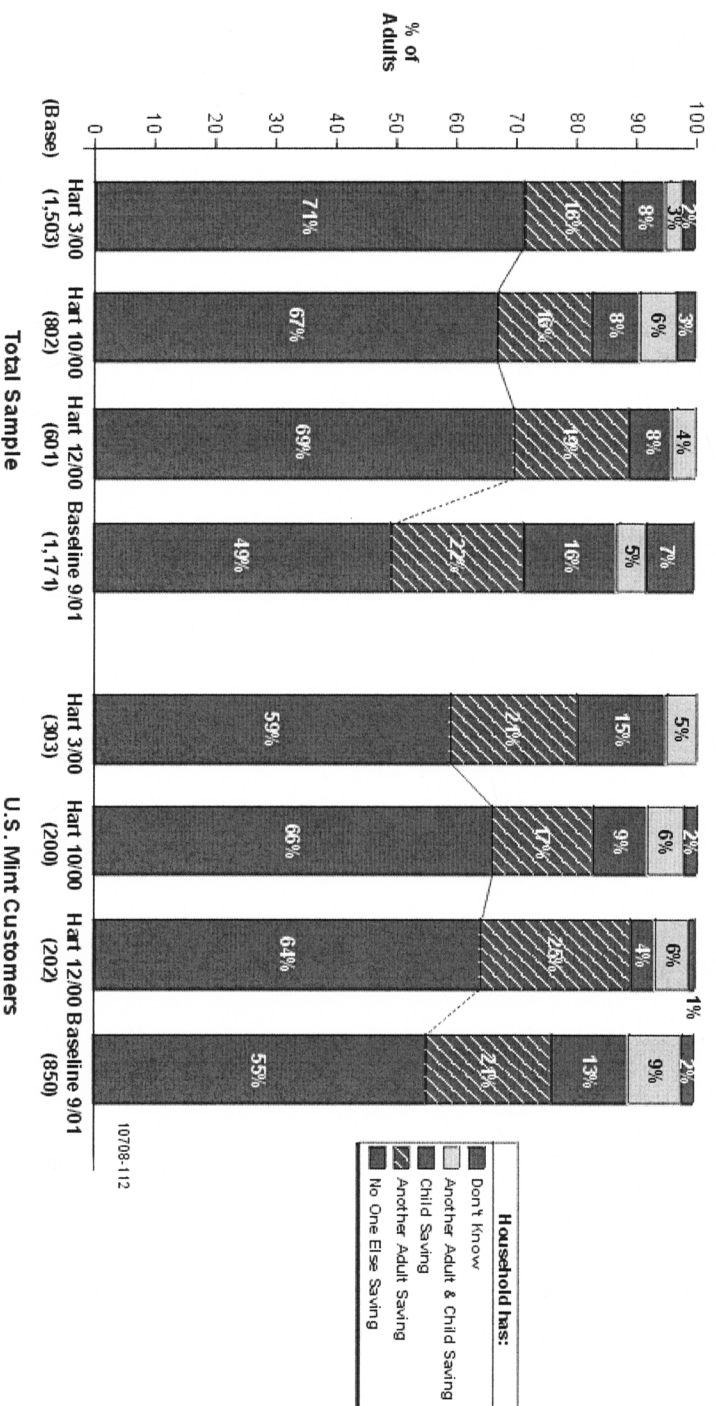


* Hart data for Q50 collecting among U.S. Mint customers is not available.
Source: Q.29b, Hart Q.5a

Q50 Program Update... Collecting Activities

THERE HAS BEEN A GOOD DEAL OF FLUCTUATION IN THE TYPES OF INDIVIDUALS COLLECTING STATE QUARTERS SINCE TRACKING EFFORTS BEGAN IN MARCH, 2000 – TWICE AS MANY CHILDREN ARE NOW INVOLVED

Table 13
State Quarter Collecting/Saving Activities By Type Of Individual*



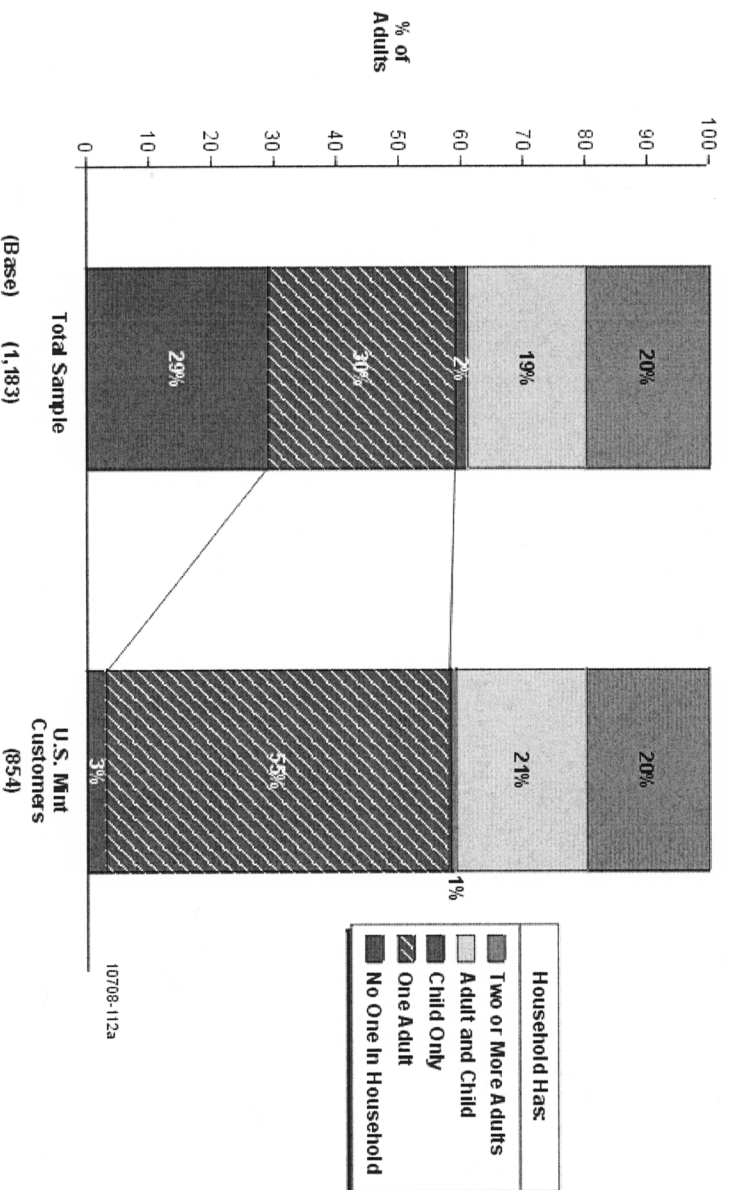
* Does not include collecting/saving activities of survey participants.
Source: Q.29e, Hart Q.8

Q50 Program Update... Collecting Activities

MORE THAN 4 OUT OF 10 ADULTS OVERALL AND AMONG MINT CUSTOMERS REPORT THAT AT LEAST TWO INDIVIDUALS IN THEIR HOUSEHOLDS ARE COLLECTING STATE QUARTERS

- Children are much more likely to collect/save if an adult in the household is doing the same

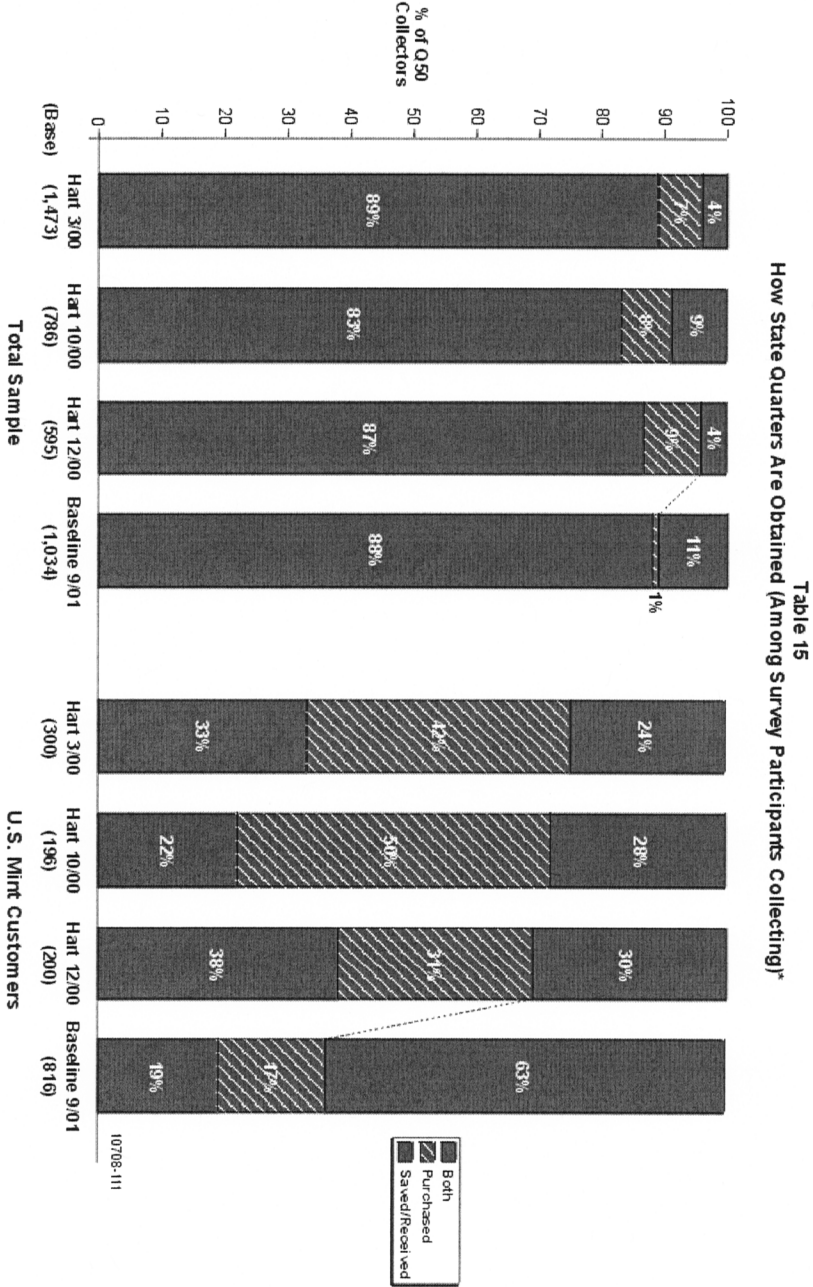
Table 14
State Quarter Collecting/Saving Activities Of Entire Household*



* Includes collecting/saving activities of both survey participant and other household members.
Source: Q.29b, Q.29e

Q50 Program Update... Collecting Activities

EXCEPT FOR MINT CUSTOMERS WHO ARE ACTIVELY ENGAGED IN SAVING AND PURCHASING STATE QUARTERS, MOST COLLECTORS (86%) TODAY ARE MERELY SAVING THEM



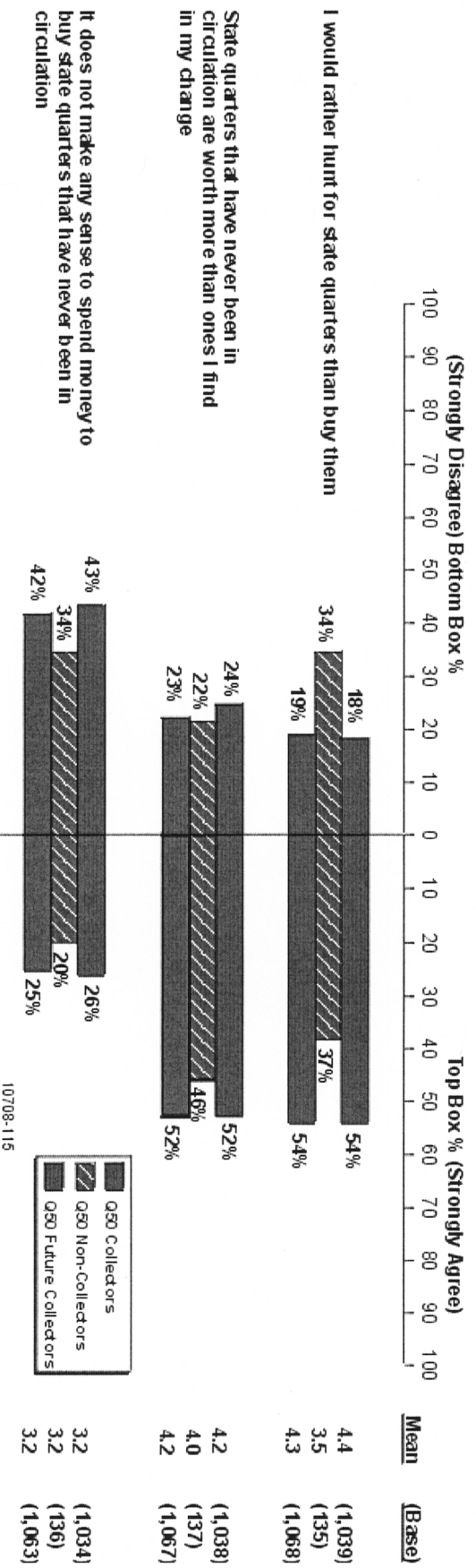
* May not sum to 100% due to rounding.
Source: Q.29d, Hart Q.7

Q50 Program Update... Collecting Activities

SURPRISINGLY, Q50 COLLECTORS WOULD RATHER HUNT FOR STATE QUARTERS THAN BUY THEM EVEN THOUGH THEY ACKNOWLEDGE THAT THOSE THAT HAVE NOT BEEN IN CIRCULATION ARE MORE VALUABLE

- Perhaps these results explain why Mint customers are into saving them as well as buying them

Table 16
Attitudes Toward Collecting State Quarters*

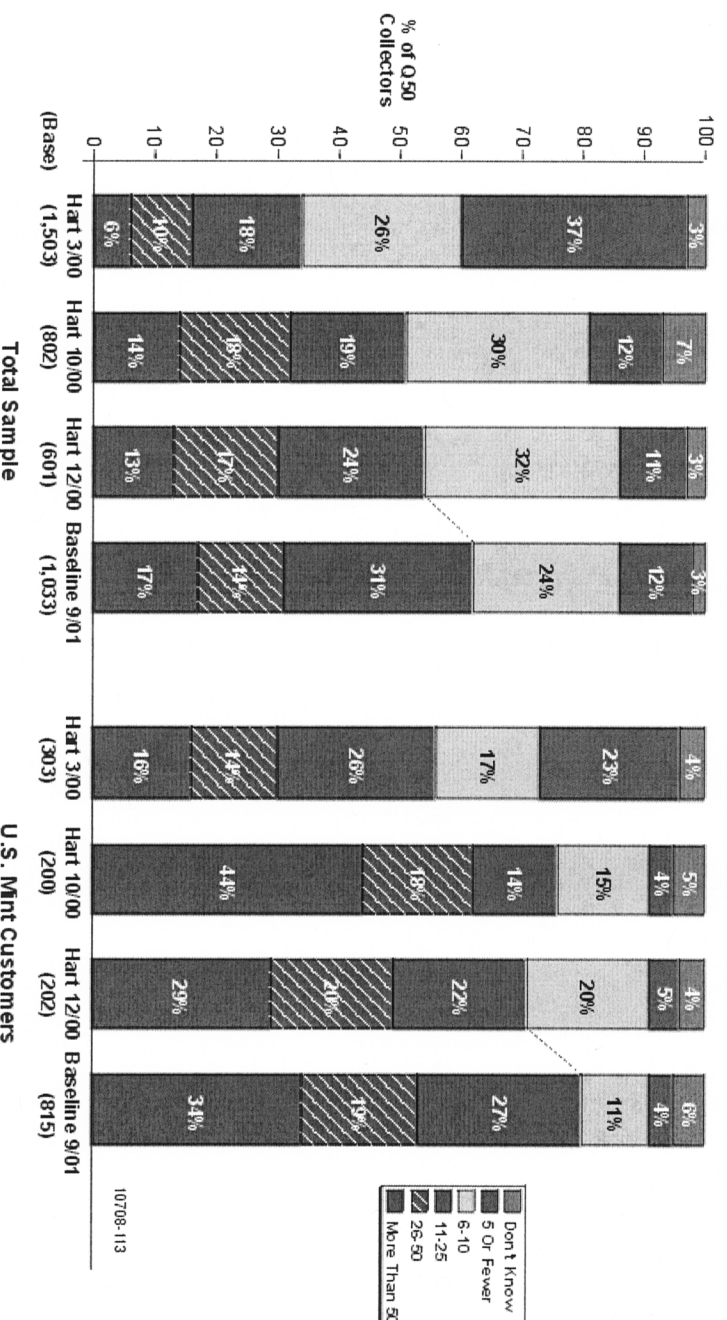


* Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Q50 Program Update... Collecting Activities

THE NUMBER OF QUARTERS COLLECTED TO DATE CONTINUES TO ESCALATE WITH 62% OF ADULTS AND 80% OF MINT COLLECTORS REPORTING THAT THEY HAVE AMASSED MORE THAN 10 QUARTERS, COMPARED TO 54% AND 71% RESPECTIVELY SINCE DECEMBER, 2000

Table 17
Total Number Of State Quarters Collected/Saved*

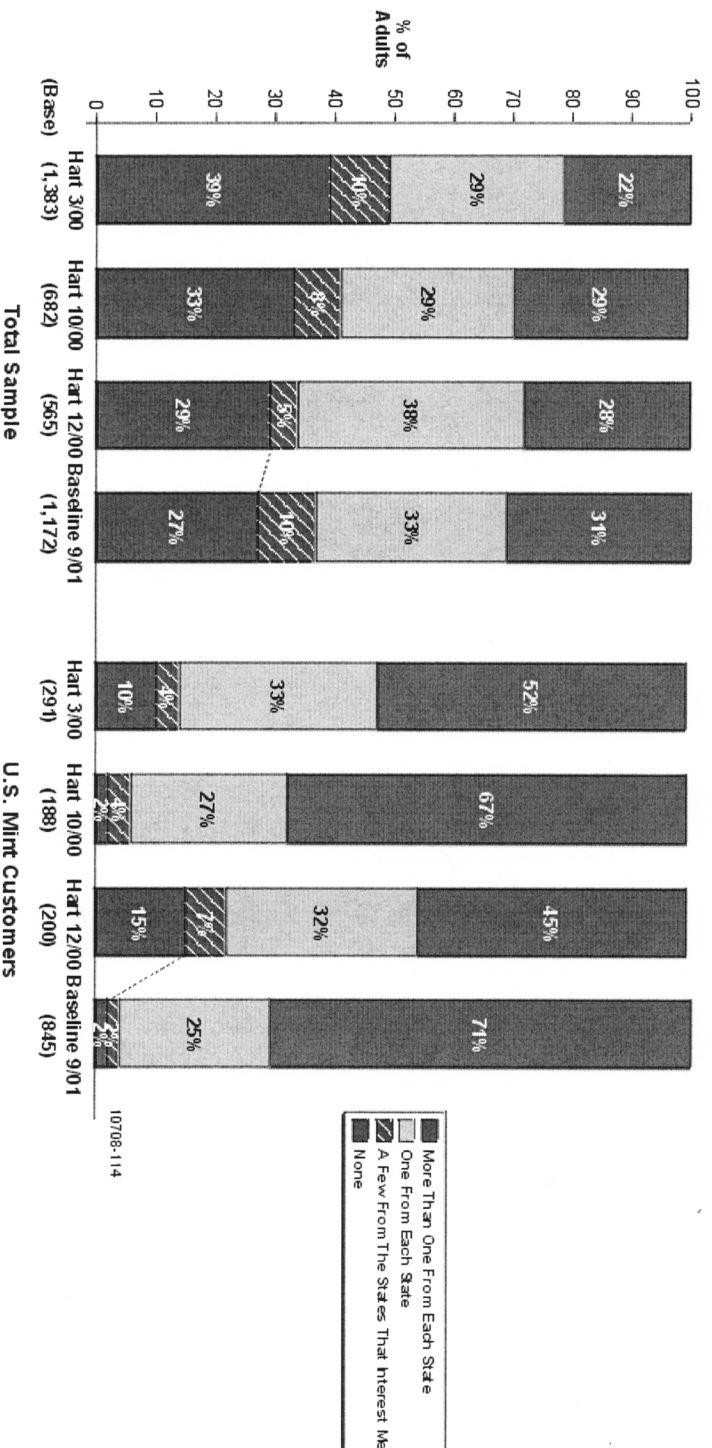


* May not sum to 100% due to rounding.
Source: Q.29c, Hart Q.6

Q50 Program Update... Collecting Activities

INTEREST IS EXPECTED TO CONTINUE WITH 70% OF ADULTS OVERALL (~150 MILLION) PLANNING TO COLLECT STATE QUARTERS IN THE FUTURE; OF THESE, ABOUT 1.2 MILLION ARE U.S. MINT CUSTOMERS – A SUBSTANTIAL INCREASE FROM THE PREVIOUS WAVE

Table 18
Future Plans To Collect State Quarters*



* May not sum to 100% due to rounding.

Source: Q.29g, Hart Q.9

Q50 Program Update... Demographics

COMPARED TO NON-COLLECTORS, Q50 COLLECTORS ARE MORE APT TO BE WOMEN, OLDER, WHITE, AND HAVE CHILDREN UNDER 18 AND/OR GRANDCHILDREN; THEY ARE ALSO LESS EDUCATED, AFFLUENT AND MORE OFTEN RETIRED

- Q50 Buyers tend to be somewhat older and are more apt to be grandparents than Q50 Savers (See Table 19)
- Q50 Collectors in the workforce are less likely to hold managerial/professional occupations, and more apt to work in a service field than Q50 Non-Collectors (see Table 20)
- Q50 Buyers are more likely to be employed full-time than Q50 Savers, but the education levels, household incomes and occupations of the two groups are largely the same (see Table 20)

Q50 Program Update... Demographics

Table 19
Q50 Collector & Non-Collector Demographics

	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Gender					
Male	36	35	36	41	33
Female*	64	65	64	59	67
Age**					
18-34	30	21	32	34	32
35-54	46	43	46	51	47
55 or over	24	36	22	15	21
Ethnicity***					
White	89	93	89	83	88
American Indian	3	6	2	1	3
Asian	2	0	2	2	1
Black/African-American	5	0	6	8	6
Hispanic/Latino	3	0	4	7	4
Native Hawaiian/Pacific Islander	0	0	0	1	0
Other	2	0	2	5	3
Presence of Children/Grandchildren					
Have Children <18	48	46	48	37	48
Have Grandchildren	32	53	29	25	30
Geography of Residence**					
Large city	20	24	20	17	21
Medium to small city	24	29	24	31	26
Suburb near a city	22	12	24	24	22
Small town not near a city	13	9	14	15	12
Rural or country area	20	26	19	14	19
(Approximate Base)	(1,037)	(736)	(302)	(135)	(1,066)

* Although U.S. Mint customers are predominantly male, only 1.2 million of the 139 million Q50 collectors are U.S. Mint customers, so Q50 collectors are predominantly female.

** May not sum to 100% due to rounding.

*** May not sum to 100% because multiple responses were permitted.

Q50 Program Update... Demographics

Table 20
Q50 Collector & Non-Collector Demographics*

	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Education					
High School or less	25	28	25	15	23
Some College	35	38	35	34	37
College Graduate	27	24	27	34	27
Post Graduate Degree	13	10	13	17	12
Total Household Income					
Less than \$10,000	7	0	8	4	6
\$10,000 to \$19,999	10	13	10	16	13
\$20,000 to \$29,999	14	15	14	8	15
\$30,000 to \$49,999	23	23	24	20	25
\$50,000 to \$74,999	23	25	23	25	22
\$75,000 to \$99,999	12	24	10	19	10
\$100,000 or more	11	1	12	8	10
Employment Status					
Full-time	54	72	52	60	54
Part-time	17	11	18	18	18
Retired	12	12	11	6	10
Not Employed	18	5	19	16	18
Occupation**					
Managerial/Professional	38	35	39	49	39
Technical/Sales/Administrative	16	16	17	21	16
Service	26	26	26	14	26
Trades/Manufacturing/Agricultural	14	18	13	10	13
Other	6	5	6	6	5
(Approximate Base)	(1,015)	(718)	(297)	(132)	(1,042)

* May not sum to 100% due to rounding.

** Bases are: (608), (424), (184), (95), (629)

Source: Q.37, Q.43, Q.44, Q.46

Q50 Program Update... Media Habits

WOMEN'S AND HOME AND GARDEN MAGAZINES ARE FAVORED BY Q50 COLLECTORS, WHILE HEALTH AND FITNESS TITLES TOP NON-CUSTOMERS' LISTS; NEWS MAGAZINES ARE FAVORED BY BOTH GROUPS

- While Q50 Buyers are especially likely to regularly read educational, computer/software, and collecting magazines, Q50 Savers are more likely to read women's and entertainment magazines

Table 21
Magazine Readership Among Q50 Collectors & Non-Collectors*

% Reading Magazines Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Women's	24	17	24	12	22
News	17	20	17	18	17
Home & Garden	16	24	15	10	14
Entertainment	13	5	14	10	13
Educational	10	26	8	8	9
Health/Fitness	10	6	10	13	10
Parenting	10	4	10	8	10
Fashion	10	4	11	7	9
Science & Nature	8	6	8	5	7
Automotive	8	0	9	5	7
Outdoor Sports	8	15	7	6	7
Computer/Software	6	19	5	7	5
Business	7	11	6	4	6
Lifestyle	7	4	7	7	7
Collecting	5	22	3	2	4
Retirement	5	1	6	5	5
Men's	4	4	4	7	2
Sports	4	0	4	6	4
Popular Culture	3	8	3	0	3
Other	14	28	12	15	14
(Base)	(1,042)	(739)	(303)	(137)	(1,071)

* May not sum to 100% because multiple responses were permitted.

** Common responses for "Other" included political/environmental magazines, religious magazines, and Reader's Digest.
Source: Q.34

Q50 Program Update... Media Habits

COMPARED TO NON-COLLECTORS, Q50 COLLECTORS ARE MORE LIKELY TO FREQUENTLY READ LOCAL WEEKLY NEWSPAPERS

- Most Q50 Buyers frequently read newspapers with as many as 81% reading weekly papers compared to 44% of Q50 Savers
- Q50 Buyers are substantially more likely to be reading state, regional, and metropolitan papers compared to Q50 Savers

Table 22
Newspaper Readership Among Q50 Collectors & Non-Collectors*

% Reading Newspapers Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Local weekly	49	81	44	39	46
State, regional, metropolitan daily	39	62	36	34	37
State, regional, metropolitan weekend	37	59	34	36	36
Business	8	11	7	6	7
National	4	4	4	4	4
International	1	4	1	1	1
(Base)	(1,042)	(739)	(303)	(137)	(1,071)

* May not sum to 100% because multiple responses were permitted.
Source: Q.35

Q50 Program Update... Media Habits

Q50 COLLECTORS ARE ALSO MORE LIKELY THAN NON-COLLECTORS TO FREQUENTLY WATCH ALMOST ALL TELEVISION PROGRAM CATEGORIES, PARTICULARLY NEWS PROGRAMS, MOVIES, DRAMATIC SERIES, SOAP OPERAS, AND GAME SHOWS

- A larger proportion of Q50 Buyers regularly watch news, educational/documentary programs, and science fiction programs than Q50 Savers, and are less likely to watch sports programs and dramatic series

Table 23
Television Viewership Among Q50 Collectors & Non-Collectors*

% Watching Television Programs Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
News	67	80	65	60	66
Movies	48	46	48	40	49
Educational/documentaries	37	53	35	44	38
Sports	32	14	34	34	30
Dramatic Series	29	18	31	17	29
Sitcoms	28	26	28	24	30
Soap Operas	17	17	17	10	16
Game Shows	14	9	15	5	14
Cartoons	12	19	11	5	12
Science Fiction	11	22	9	10	11
Daytime Talk Shows	9	15	8	3	8
Late-Night Talk Shows	6	11	6	10	8
Religious Programming	4	0	5	5	5
Other	5	0	6	3	5
(Base)	(1,042)	(739)	(303)	(137)	(1,071)

* May not sum to 100% because multiple responses were permitted.

Source: Q.30a

Q50 Program Update... Media Habits

Q50 COLLECTORS ARE SLIGHTLY MORE LIKELY THAN NON-COLLECTORS TO WATCH CABLE CHANNELS, PARTICULARLY DISCOVERY, LIFETIME, THE FOX FAMILY CHANNEL, AND TBS

- Q50 Buyers are more likely to view Discovery and the Learning Channel than Q50 Savers; the majority of Q50 Buyers often watch Discovery, and over one-third watch the Learning Channel

Table 24
Cable Television Viewership Among Q50 Collectors & Non-Collectors*

% Watching Cable Television Channels Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Discovery	34	48	32	30	34
The Learning Channel	25	37	24	21	25
A & E	21	22	21	25	20
Lifetime	20	19	20	14	21
Fox Family Channel	19	24	18	14	19
TNT	19	18	20	16	19
TBS	19	16	19	13	18
MTV	10	4	10	10	8
Discovery Health	8	13	7	15	8
Other**	23	24	22	20	21
(Base)	(1,042)	(739)	(303)	(137)	(1,071)

**May not sum to 100% because multiple responses were permitted.

Common responses for "Other" included HBO, History Channel, and ESPN/ESPN2.

Source: Q.32

Q50 Program Update... Media Habits

TO A SMALL EXTENT, A LARGER PERCENTAGE OF Q50 COLLECTORS WATCH TELEVISION DURING LATE EVENING WEEKDAY HOURS AND WEEKEND DAYTIME AND EVENING HOURS, COMPARED TO NON-COLLECTORS

- Although Q50 Buyers' and Savers' viewing habits are quite similar overall, Q50 Buyers are far more likely to watch weekend early morning shows, and Q50 Savers are somewhat more likely to watch weekday daytime and weekend evening programs

Table 25
Times of Day Q50 Collectors & Non-Collectors Watch Television*

Times of Day Television Watched Most Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Weekdays					
Evening	56	58	56	56	58
Late Evening	31	33	31	27	31
Early Morning	27	29	26	30	25
Daytime	16	9	17	14	16
Weekends					
Evening	44	39	45	39	43
Late Evening	30	29	30	22	29
Early Morning	17	32	15	17	16
Daytime	16	16	16	10	15
(Approximate Base)	(1,042)	(739)	(303)	(137)	(1,071)

* May not sum to 100% because multiple responses were permitted.
Source: Q.30

Q50 Program Update... Media Habits

Q50 NON-COLLECTORS ARE SLIGHTLY MORE APT THAN COLLECTORS TO LISTEN TO THE RADIO DURING WEEKEND LATE EVENING HOURS; AT ALL OTHER TIMES, THERE ARE NO DIFFERENCES BETWEEN THE GROUPS

- In particular, a larger percentage of Q50 Buyers listen to the radio regularly during weekday and weekend late evening hours compared to Q50 Savers and Non-Collectors

Table 26
Times of Day Q50 Collectors & Non-Collectors Listen to the Radio*

Times of Day Radio Listened to Most Often	Total Q50 Collectors (%)	Q50 Buyers (%)	Q50 Savers (%)	Q50 Non-Collectors (%)	Q50 Future Collectors (%)
Weekdays					
Evening	13	11	13	17	15
Late Evening	7	21	5	9	8
Early Morning	46	46	46	43	47
Daytime	19	22	18	21	20
Weekends					
Evening	12	19	10	15	14
Late Evening	7	23	5	12	9
Early Morning	20	24	19	19	20
Daytime	19	15	20	20	20
(Approximate Base)	(1042)	(739)	(303)	(137)	(1071)

* May not sum to 100% because multiple responses were permitted.
Source: Q.33

In-Depth Look at Coin Collectors... Collecting Activities

AMONG THE GENERAL PUBLIC, 85% REPORT THEY ENGAGE IN COLLECTING WITH COINS BEING THE MOST COMMON; ANTIQUES, DOLLS, STAMPS, AND THE LIKE ATTRACT ANYWHERE FROM 10% TO 17% OF ADULTS

- Although not shown, more than 70% are collecting some type of coins – U.S. and/or foreign coins

Table 27
Types of Collections Among U.S. Mint and Non-Mint Customers*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. coins, including new state quarters	69	100	100	100	100	69
Antique furniture or art objects	17	16	13	22	18	17
Coins from other countries	16	16	16	16	20	16
Dolls	14	7	4	13	9	14
Baseball cards	13	9	9	8	10	13
Stamps	11	20	19	20	32	11
Guns, knives, war memorabilia	10	11	9	15	20	10
Other**	22	20	20	20	21	22
Not a Collector	15	0	0	0	0	15
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)

* Sums to more than 100% because multiple responses were permitted.

** Common responses for "Other" included bottles/glassware, die cast cars/model cars, figurines, Beanie Babies, and teddy bears.

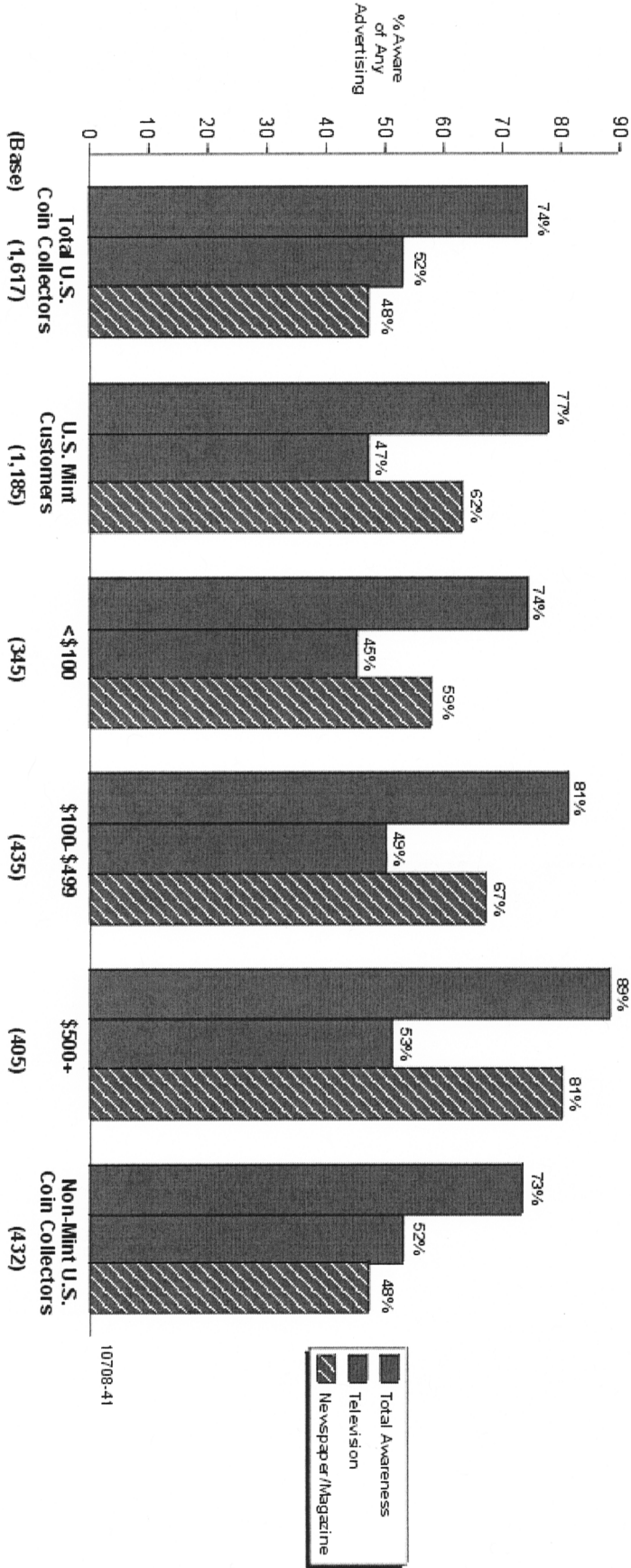
Source: Q.1a

In-Depth Look at Coin Collectors... Coin Advertising Awareness

NEARLY THREE-QUARTERS OF U.S. COIN COLLECTORS ARE AWARE OF COIN-RELATED ADVERTISING, WITH SLIGHTLY HIGHER AWARENESS BEING REPORTED FOR TV ADS OVERALL

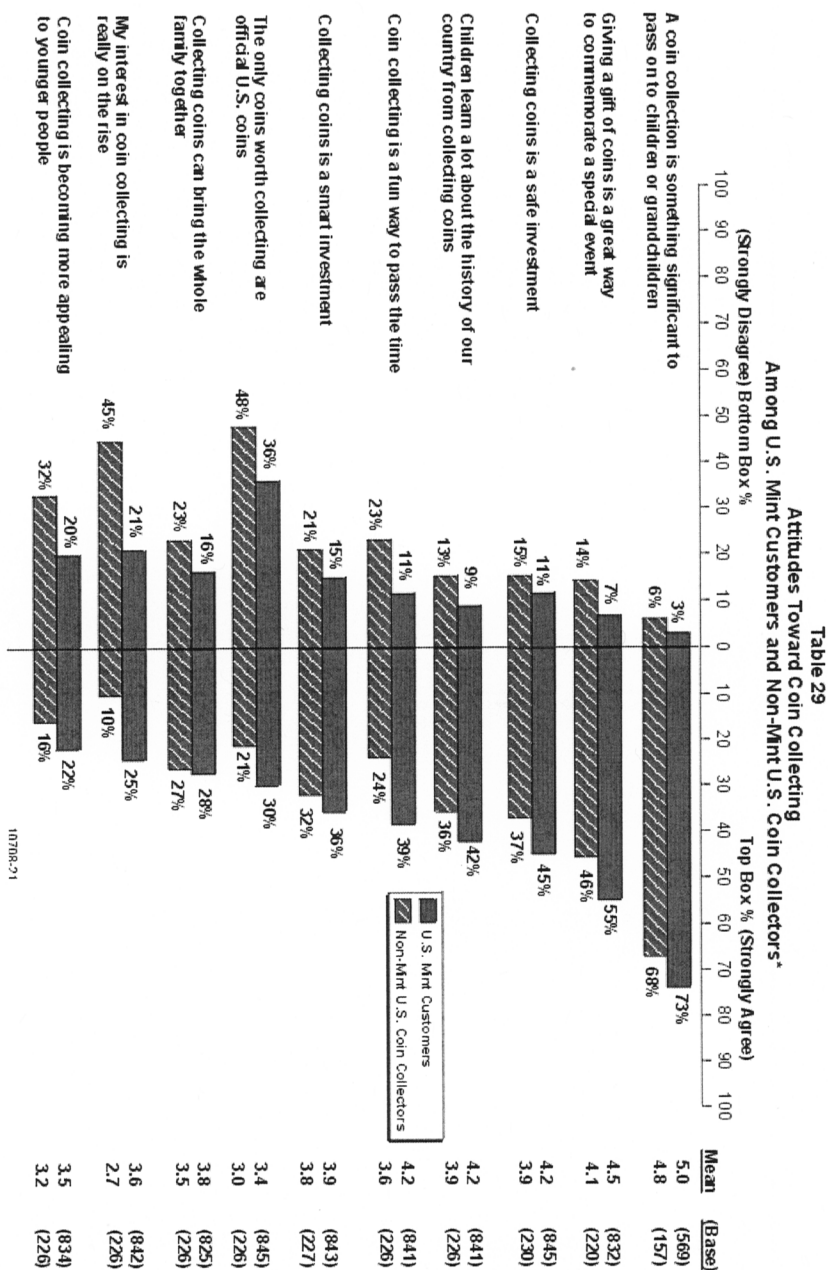
- Mint customers, especially \$500+ buyers, are much more aware of print ads than TV spots

Table 28
Overall Coin-Related Advertising Awareness Among U.S. Mint Customers & Non-Mint U.S. Coin Collectors



In-Depth Look at Coin Collectors... Attitudes Towards Coin Collecting

U.S. MINT CUSTOMERS HAVE MORE FAVORABLE ATTITUDES TOWARDS COIN COLLECTING THAN NON-MINT U.S. COIN COLLECTORS -- THE MAJORITY OF THE FORMER WANT TO PASS ON THEIR COLLECTION TO THE NEXT GENERATION OR USE COINS TO HONOR A SPECIAL EVENT

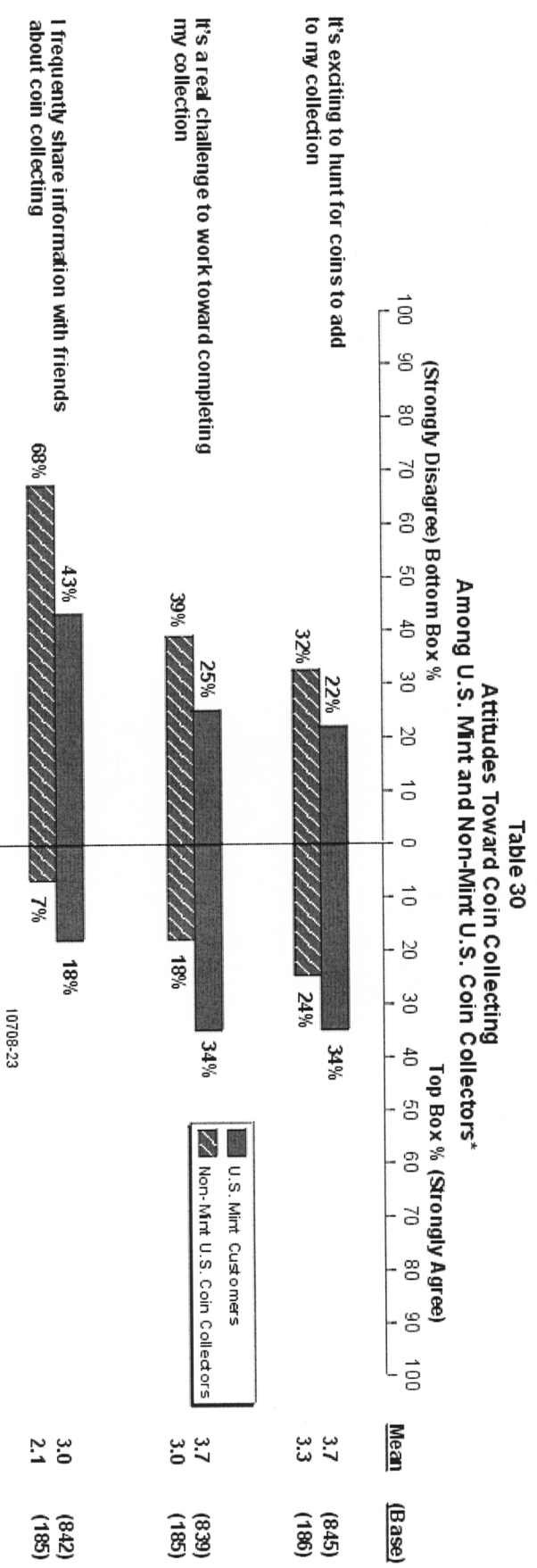


* Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

In-Depth Look at Coin Collectors... Attitudes Towards Coin Collecting

FURTHERMORE, FULLY ONE-THIRD OF U.S. MINT CUSTOMERS FEEL EXCITED ABOUT, AND CHALLENGED BY, COIN COLLECTING COMPARED TO ABOUT ONE-FIFTH OF THE NON-MINT U.S. COIN COLLECTORS

- It should be noted that a sizeable percentage of Mint customers report not being excited or challenged and they do not share information about their hobby with friends

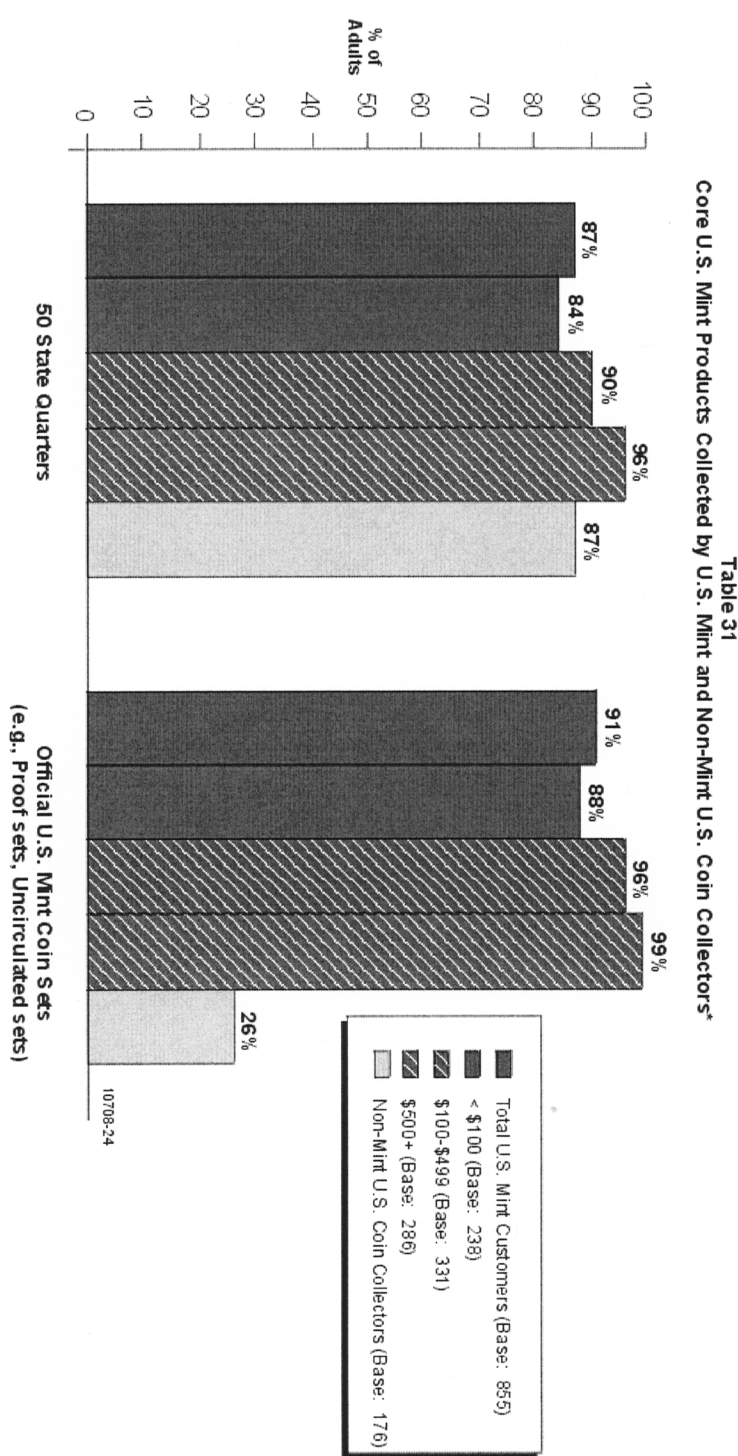


* Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Source: Q.12b

In-Depth Look at Coin Collectors... Coin Collection Characteristics

U.S. MINT CUSTOMERS ARE MUCH MORE LIKELY THAN NON-MINT U.S. COIN COLLECTORS TO COLLECT OFFICIAL U.S. MINT COIN SETS; HOWEVER, THERE IS NO APPRECIABLE DIFFERENCE AMONG THESE GROUPS IN THEIR LIKELIHOOD TO COLLECT Q50 STATE QUARTERS



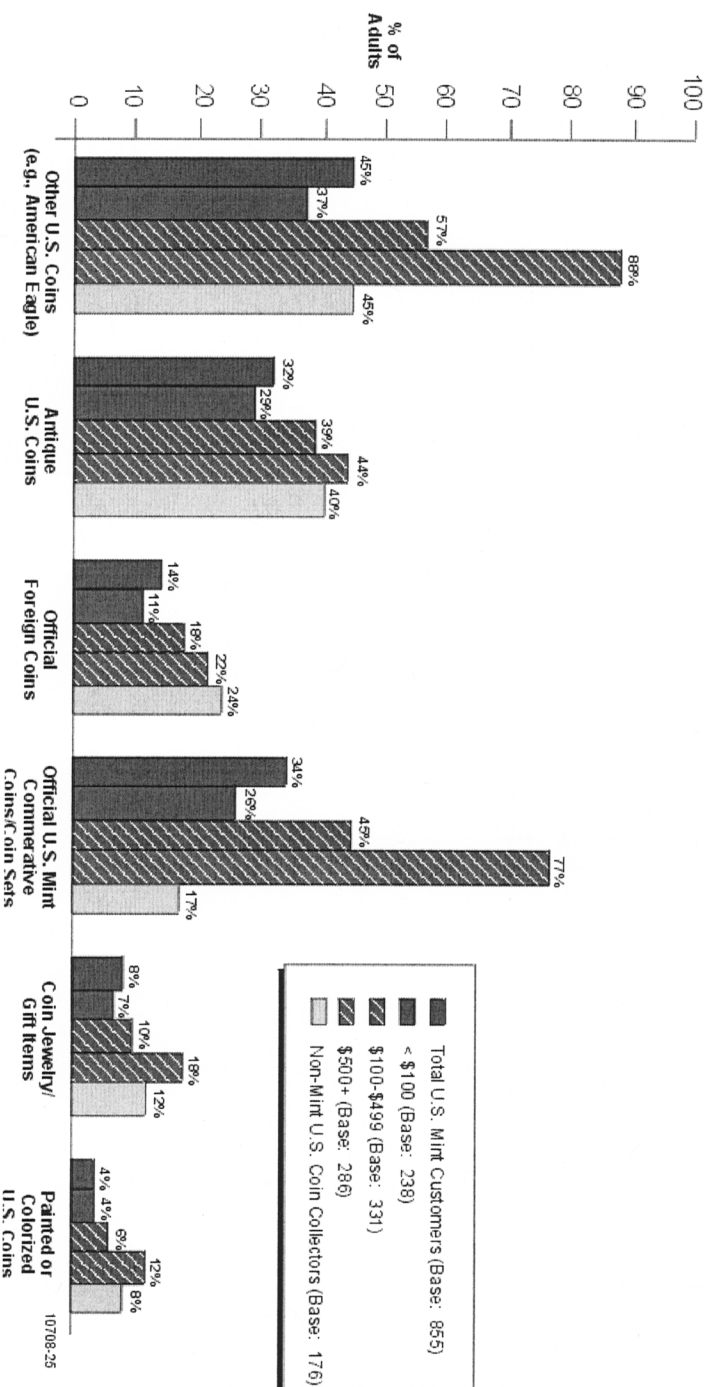
* Sums to more than 100% because multiple responses were permitted.
Source: Q.6

In-Depth Look at Coin Collectors... Coin Collection Characteristics

U.S. MINT CUSTOMERS SPENDING MODERATE TO HIGH AMOUNTS ON COINS ARE MOST LIKELY TO COLLECT OFFICIAL U.S. MINT COMMEMORATIVE COINS AND OTHER U.S. COINS, SUCH AS AMERICAN EAGLE COINS

- Non-Mint coin collectors are more likely than Mint customers to collect foreign and antique coins

Table 32
Core U.S. Mint Products Collected by U.S. Mint and Non-Mint U.S. Coin Collectors*



* Sums to more than 100% because multiple responses were permitted. Thematic commemorative coins/medallions are collected by less than 5% of respondents.
Source: Q.6

In-Depth Look at Coin Collectors... Coin Collection Characteristics

APPROXIMATELY ONE-HALF OF U.S. MINT CUSTOMERS HAVE BEEN COLLECTING COINS FOR MORE THAN 20 YEARS, WHILE CLOSE TO ONE-HALF OF NON-MINT U.S. COIN COLLECTORS HAVE ONLY BEEN COLLECTING COINS FOR LESS THAN TWO YEARS

Table 33
Time Collecting Coins Among U.S. Mint and Non-Mint U.S. Coin Collectors*

	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Less than 2 years	46	12	14	6	8	46
2-5 years	10	18	21	12	11	9
6-10 years	11	10	10	10	6	11
11-20 years	6	15	16	14	9	6
More than 20 years	28	46	39	58	66	28
(Base)	(1,022)	(850)	(236)	(329)	(285)	(172)

* May not sum to 100% due to rounding.
Source: Q.5

In-Depth Look at Coin Collectors... Coin Collection Characteristics

GIVEN THEIR COMMITMENT TO COIN COLLECTING, IT IS NOT SURPRISING THAT U.S. MINT CUSTOMERS' COLLECTIONS ARE MORE VALUABLE THAN THOSE OF NON-MINT U.S. COIN COLLECTORS

Table 34
Value of Coin Collections Among U.S. Mint and Non-Mint U.S. Coin Collectors*

	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Estimated Value of U.S. Coins in Collection						
Less than \$100	54	14	19	4	0	54
\$100-\$999	36	45	52	36	4	36
\$1,000-\$4,999	10	25	19	38	35	10
\$5,000 or more	<1	16	9	23	60	<1
(Base)	(897)	(752)	(207)	(293)	(252)	(145)
Estimated Value of ALL Coins in Collection						
Less than \$100	39	11	17	3	2	39
\$100-\$999	41	36	45	26	2	41
\$1,000-\$4,999	18	27	20	44	22	18
\$5,000 or more	2	25	18	28	74	1
(Base)	(570)	(485)	(110)	(184)	(191)	(85)

* May not sum to 100% due to rounding.
Source: Q.7

In-Depth Look at Coin Collectors... Coin Sources

U.S. MINT CUSTOMERS HAVE CONSIDERED DEALERS AND DIRECT MAIL COMPANIES MOST OFTEN FOR THEIR COIN PURCHASES, WHILE NON-MINT U.S. COIN COLLECTORS HAVE CONSIDERED THE FRANKLIN MINT AND TV SHOPPING PROGRAMS

Table 35
Prior Coin Purchase Considerations Among U.S. Mint and Non-Mint U.S. Coin Collectors*

% Who Have Considered Each Organization for Prior Coin Purchases	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. Mint	51	100	100	100	100	51
Franklin Mint	42	36	34	38	44	42
TV Shopping Programs (e.g., Home Shopping Network, QVC)	34	22	18	26	51	34
Companies Offering Coins in Direct Mail/ Newspapers/Magazine Ads	22	42	38	49	51	22
Regional or Local Coin Dealers	24	56	50	68	73	23
American Historic Society	13	17	19	14	20	13
Internet Auction Sites (e.g., eBay)	11	23	21	27	28	11
Unicover Corporation	6	3	3	2	5	6
(U.S. Mint/Franklin Mint Base)	(1,072)	(859)	(242)	(331)	(286)	(213)
(Approximate Base)**	(358)	(285)	(80)	(110)	(95)	(71)

* May sum to more than 100% because multiple responses were permitted and respondents evaluated 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.8a

In-Depth Look at Coin Collectors... Prior Years Coin Purchases

U.S. MINT CUSTOMERS HAVE ALSO BOUGHT FROM MORE SOURCES COMPARED TO NON-MINT U.S. COIN COLLECTORS

Table 36
Prior Coin Purchasing Behaviors Among U.S. Mint and Non-Mint U.S. Coin Collectors Who Ever Purchased Coins*

% Who Have Ever Made a Purchase From Each Organization	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. Mint	27	100	100	100	100	26
Franklin Mint	19	16	14	20	22	19
Companies Offering Coins in Direct Mail/ Newspapers/Magazine Ads	28	31	27	38	47	28
Regional or Local Coin Dealers	25	51	46	61	65	24
TV Shopping Programs (e.g., Home Shopping Network, QVC)	17	9	7	10	23	17
Internet Auction Sites (e.g., eBay)	5	13	11	15	16	5
American Historic Society	3	8	8	7	6	3
Unicover Corporation	0	2	1	2	5	0
(U.S. Mint/Franklin Mint Base)	(998)	(859)	(242)	(331)	(286)	(139)
(Approximate Base)**	(332)	(286)	(81)	(110)	(95)	(46)

* May sum to more than 100% because multiple responses were permitted and respondents evaluated 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q. 8b

In-Depth Look at Coin Collectors... Past Year Coin Purchases

IN THE PAST YEAR, A SIZEABLE PERCENTAGE OF NON-MINT U.S. COIN COLLECTORS HAVE NOT MADE ANY PURCHASES FROM THE SOURCES PRESENTED TO THEM; U.S. MINT CUSTOMERS RELY ON THE U.S. MINT, DEALERS, AND DIRECT MAIL COMPANIES TO MAKE THEIR PURCHASES

Table 37
Past Year Coin Purchasing Behaviors Among U.S. Mint and Non-Mint U.S. Coin Collectors*

% Who Have Bought From Each Organization in the Past 12 Months	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. Mint	1	100	100	100	100	0
Franklin Mint	1	4	3	6	11	1
Direct Mail/ Newspapers/Magazine Ads	10	22	18	26	39	10
Regional or Local Coin Dealers	15	34	30	43	51	15
TV Shopping Programs	5	8	7	6	18	5
Internet Auction Sites	3	11	10	13	15	3
American Historic Society	0	5	5	5	5	0
Unicover Corporation	0	0	0	1	5	0
Source not specified**	45	0	0	0	0	45
Did not buy	45	0	0	0	0	45
(U.S. Mint/Franklin Mint Base)	(1,043)	(859)	(242)	(331)	(286)	(184)
(Approximate Base)***	(363)	(286)	(81)	(110)	(95)	(77)

* May sum to more than 100% because multiple responses were permitted and respondents evaluated 3 different sets of 4 competitors.

** Did not buy coins from any of the sources presented in the survey.

*** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.9a

In-Depth Look at Coin Collectors... Past Year Coin Purchases

IN ADDITION, IN THE PAST YEAR, U.S. MINT CUSTOMERS HAVE INVESTED MORE MONEY ADDING TO THEIR COIN COLLECTIONS, ESPECIALLY U.S. COINS, THAN NON-MINT U.S. COIN COLLECTORS

Table 38
Past Year Coin Collection Expenditures Among U.S. Mint and Non-Mint U.S. Coin Collectors*

Amount Spent in Past 12 Months on personal U.S. Coin Collection	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
\$0	26	1	2	0	0	26
\$1-\$99	60	55	79	6	2	60
\$100-\$499	11	33	15	80	7	11
\$500 or more	2	11	4	14	91	2
(Base)	(993)	(831)	(232)	(320)	(279)	(162)
Amount Spent in Past 12 Months on personal Foreign Coin Collection						
\$0	62	29	32	26	10	62
\$1-\$99	27	55	59	49	33	27
\$100-\$499	8	11	6	20	24	8
\$500 or more	3	4	0	5	33	3
(Base)	(172)	(139)	(34)	(46)	(59)	(33)

* May not sum to 100% due to rounding.
Source: Q.1b

In-Depth Look at Coin Collectors... Future Coin Purchases

OVER THE NEXT YEAR, NEARLY ALL U.S. MINT CUSTOMERS EXPECT TO PURCHASE COINS FROM THE U.S. MINT AGAIN, WHILE ABOUT 1 IN 10 NON-MINT U.S. COIN COLLECTORS EXPECT TO MAKE COIN PURCHASES FROM THE U.S. MINT AND TV SHOPPING PROGRAMS

Table 39
Expected Coin Purchases in Next 12 Months Among U.S. Mint and Non-Mint U.S. Coin Collectors*

% Expecting to Buy From Each Organization in Next 12 Months	Total U.S. Coin Collectors (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint U.S. Coin Collectors (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. Mint	12	95	94	97	99	11
Franklin Mint	6	3	3	2	9	6
Direct Mail/ Newspapers/Magazine Ads	3	19	17	23	30	3
Regional or Local Coin Dealers	6	29	25	36	47	6
TV Shopping Programs	13	4	4	3	17	13
Internet Auction Sites	3	11	10	12	9	3
American Historic Society	2	4	5	3	3	2
Unicover Corporation	1	1	0	2	3	1
Will not buy coins from sources presented	85	4	5	2	0	86
(U.S. Mint/Franklin Mint/None Base)	(1, 157)	(853)	(241)	(330)	(282)	(215)
(Approximate Base)**	(361)	(286)	(81)	(110)	(95)	(75)

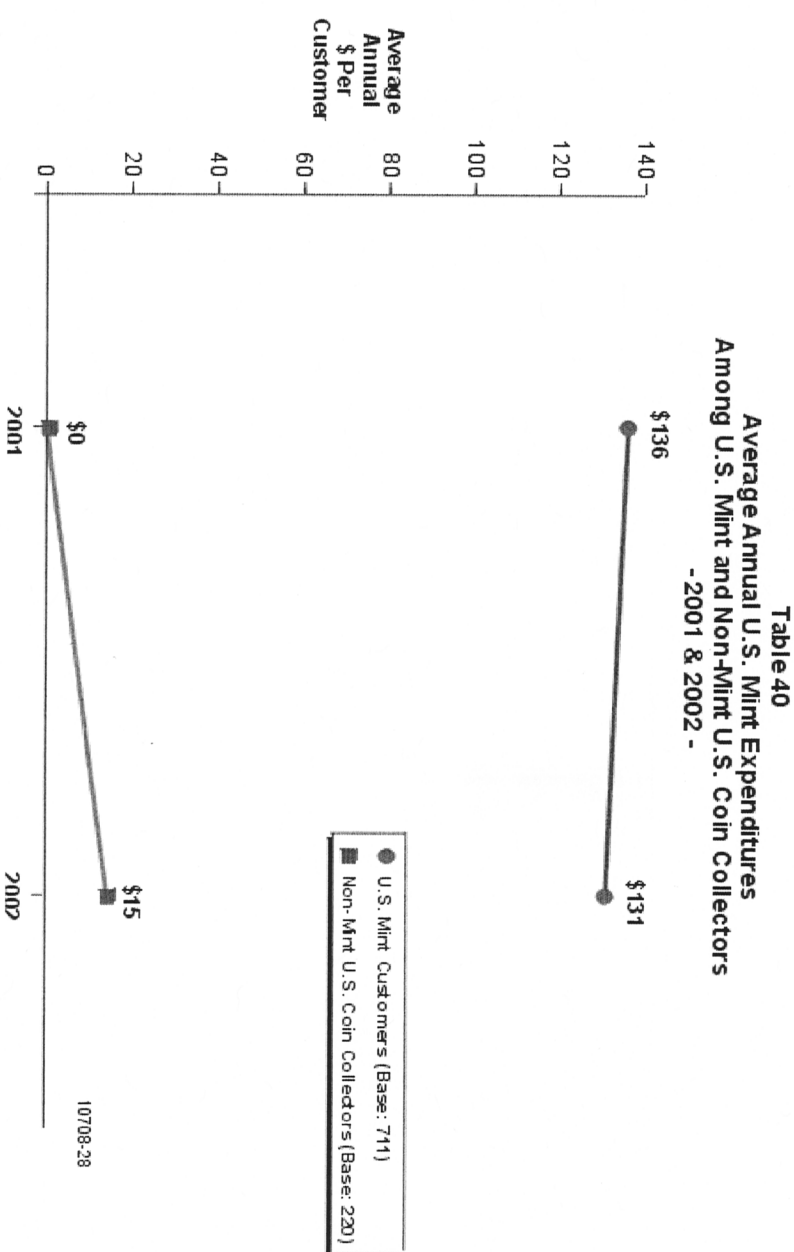
* Does not sum to 100% because multiple responses were permitted and respondents evaluated 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.10a

In-Depth Look at Coin Collectors... Future Coin Purchases

NON-MINT U.S. COIN COLLECTORS EXPECT TO SPEND AN AVERAGE OF \$15 NEXT YEAR AT THE U.S. MINT, WHILE U.S. MINT CUSTOMERS EXPECT THEIR SPENDING TO REMAIN RELATIVELY STABLE AT APPROXIMATELY \$130+ PER YEAR FOR 2001 AND 2002



In-Depth Look at Coin Collectors... Future Coin Purchases

WHILE THE MAJORITY OF U.S. MINT CUSTOMERS EXPECT TO EITHER DECREASE THEIR SPENDING AT OTHER ORGANIZATIONS TO \$0 OR SHOW NO CHANGE IN SUCH SPENDING, ONE-FIFTH EXPECT TO INCREASE THEIR SPENDING AT THE U.S. MINT BY UP TO 50% OVER LAST YEAR

Table 41
Expected Change in Annual Expenditures (2001 - 2002) Among U.S. Mint Customers Who Bought Coins in the Past Year at the Organizations Listed*

	U.S. Mint	The Franklin Mint	Regional or Local Coin Dealers	Companies Offering Coins in Direct Mail/ Newspapers/ Magazine Ads	TV Shopping Programs (e.g., Home Shopping Network, QVC)
Decrease to \$0	6	66	32	37	62
Spend Less	16	1	17	12	17
No Change	45	15	22	22	5
Spend up to 50% More	20	3	17	5	1
Spend 51%-100% More	9	5	8	12	0
Spend Over 100% More	4	8	4	7	11
(Base)	(692)	(43)	(107)	(71)	(29)

* Note: Expected change not shown for Internet Auction sites, American Historic Society, or Unicover Corporation because bases were too small.
Source: Q.9c, Q.10c

In-Depth Look at Coin Collectors... U.S. Mint Website Activity

FULLY ONE-HALF OF U.S. MINT CUSTOMERS SAY THEY HAVE USED THE U.S. MINT WEBSITE; IT IS USED PRIMARILY FOR BROWSING AND/OR OBTAINING PRODUCT INFORMATION AS WELL AS FOR MAKING PURCHASES

- The \$500+ buyers are the most prevalent users, especially for obtaining general collecting information and downloading coin images compared to customers spending less money annually

Table 42
Use of U.S. Mint Website Among U.S. Mint Customers

	Total U.S. Mint Customers (%)	U.S. Mint Customers		
		<\$100 (%)	\$100-\$499 (%)	\$500+ (%)
Visited Website				
Have visited the website	54	49	62	66
(Base)	(858)	(242)	(330)	(286)
Use of Website*				
Browsing product offerings	90	86	96	98
Obtaining information about products	84	81	88	97
Obtaining information about U.S. Mint operations, processes, history, contact information, etc.	37	37	36	46
Obtaining information about coin collecting	22	21	22	36
Downloading images of U.S. coins	14	14	15	24
Purchasing products	83	83	83	89
Other	2	3	0	7
(Base)	(508)	(118)	(198)	(192)

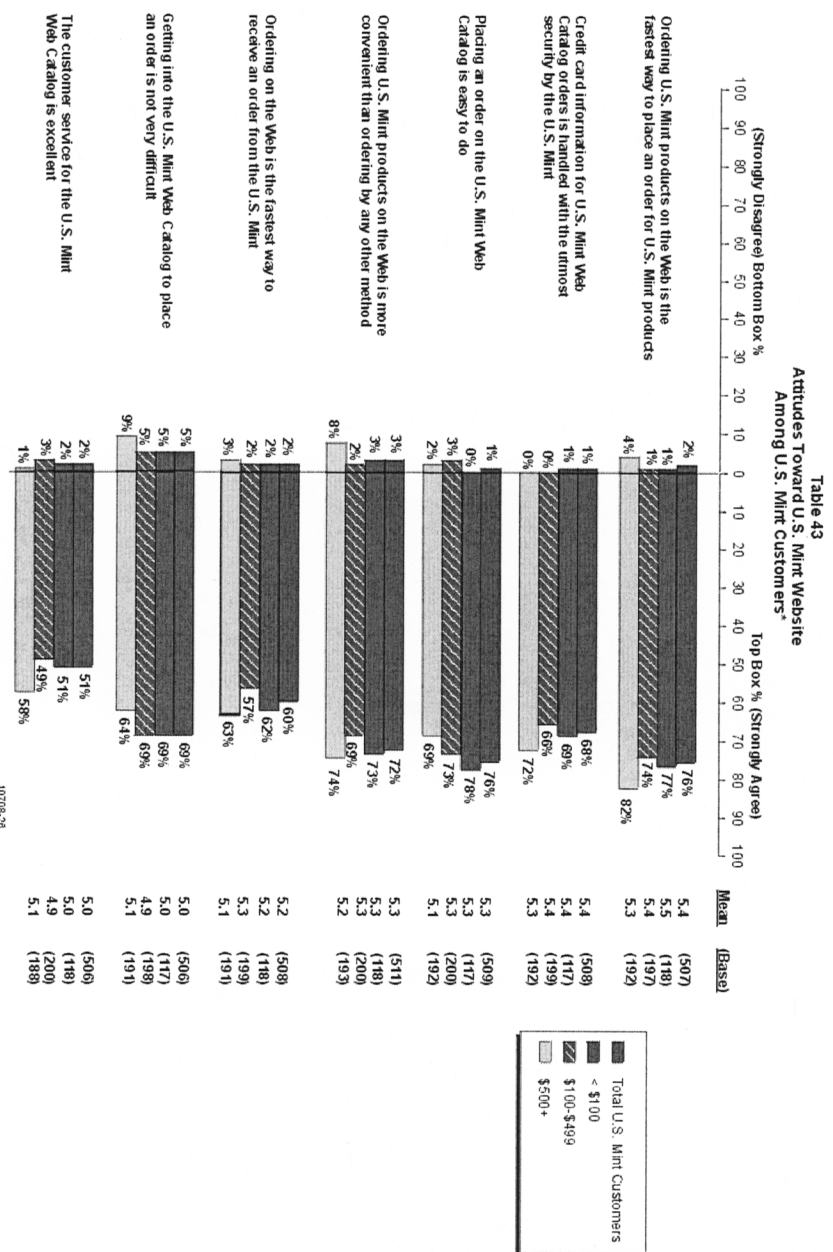
* Among those who have visited the website.

Note: Non-Mint Customers not shown because sample size is too small.

Source: Q.26, Q.27

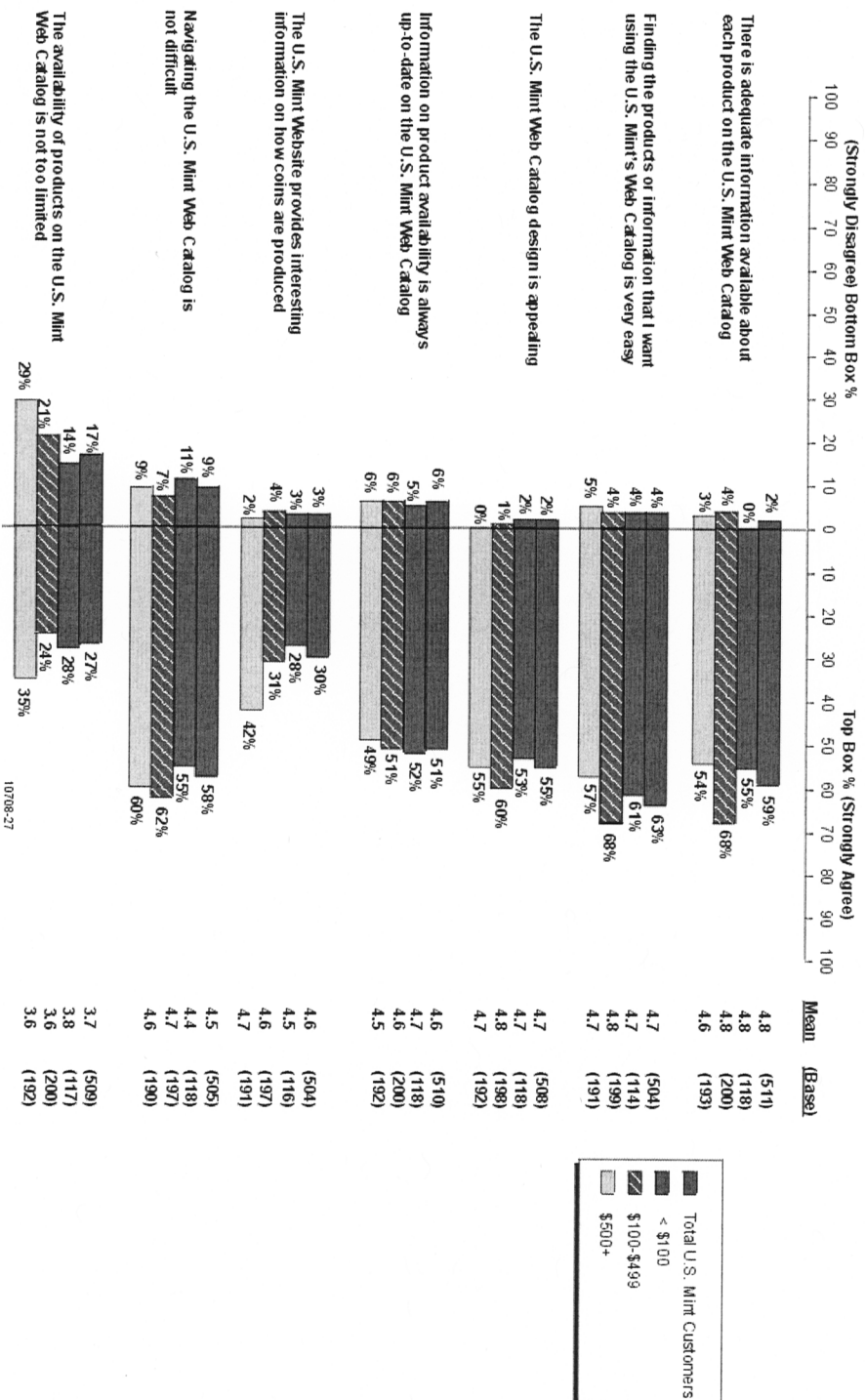
In-Depth Look at Coin Collectors... U.S. Mint Website Activity

U.S. MINT CUSTOMERS ORDER ON THE U.S. MINT WEBSITE BECAUSE IT IS FAST, SECURE, EASY, AND CONVENIENT; INTERESTING INFORMATION ON HOW COINS ARE PRODUCED IS NOT WIDELY BELIEVED TO BE AVAILABLE



In-Depth Look at Coin Collectors... U.S. Mint Website Activity

Table 43 (continued)
Attitudes Toward U.S. Mint Website
Among U.S. Mint Customers*



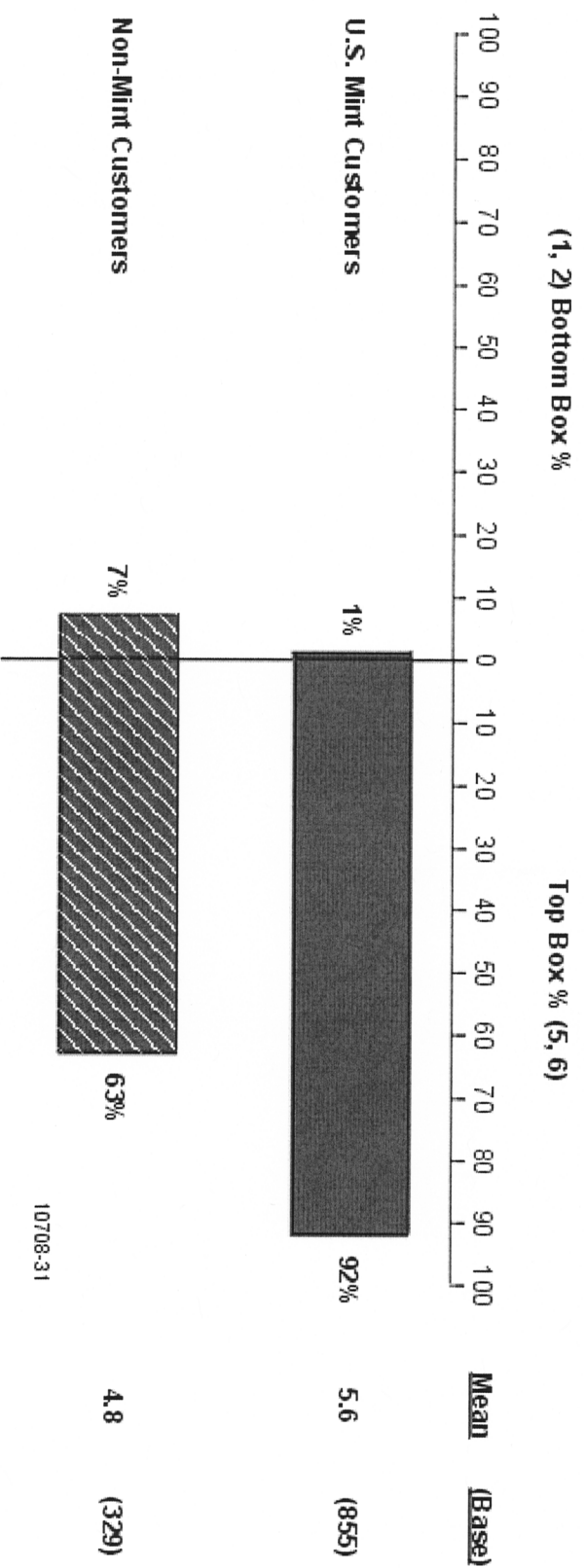
* Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

Source: Q.28

Retail Channels for U.S. Mint Products...

THE VAST MAJORITY OF U.S. MINT CUSTOMERS AND NON-MINT CUSTOMERS FEEL IT IS APPROPRIATE FOR THE U.S. MINT TO SELL ITS PRODUCTS DIRECTLY TO THE PUBLIC

Table 44
Appropriateness Of U.S. Mint To Sell Its Products Directly To The Public*

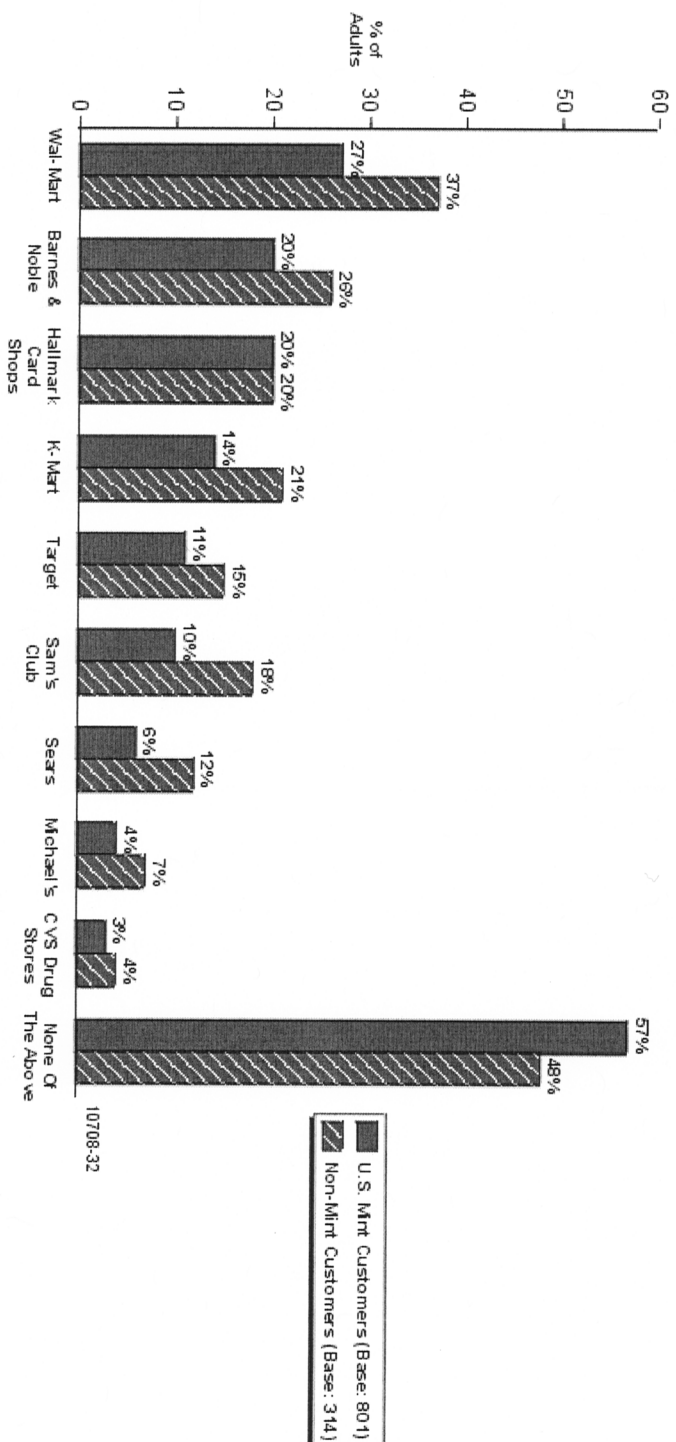


* On a scale from "1" to "6" where "1" means "Not at all appropriate" and "6" means "Very appropriate."
Source: Q.22a

Retail Channels for U.S. Mint Products...

A WIDESPREAD PERCEPTION EXISTS THAT U.S. MINT PRODUCTS ARE NOT AVAILABLE THROUGH WELL-KNOWN RETAIL OUTLETS, AS ABOUT ONE-HALF SAY SO; THE LARGEST PERCENTAGE OF NON-MINT CUSTOMERS WHO BELIEVE OTHER CHANNELS ARE USED, THINK IT IS WAL-MART

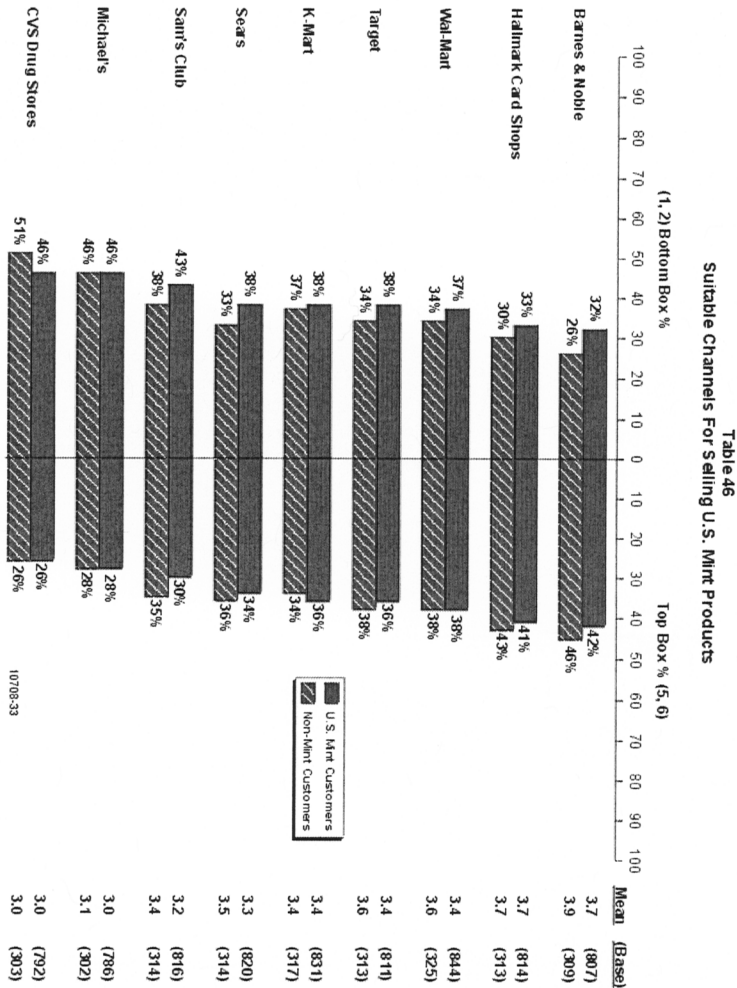
Table 45
Perceived Channels That Sell U.S. Mint Products



Retail Channels for U.S. Mint Products...

NO ONE OUTLET STANDS OUT AS THE MOST SUITABLE CHANNEL -- EQUIVALENT PROPORTIONS OF MINT AND NON-MINT CUSTOMERS SUPPORT OR REJECT MOST OF THE RETAIL OUTLETS PRESENTED TO THEM

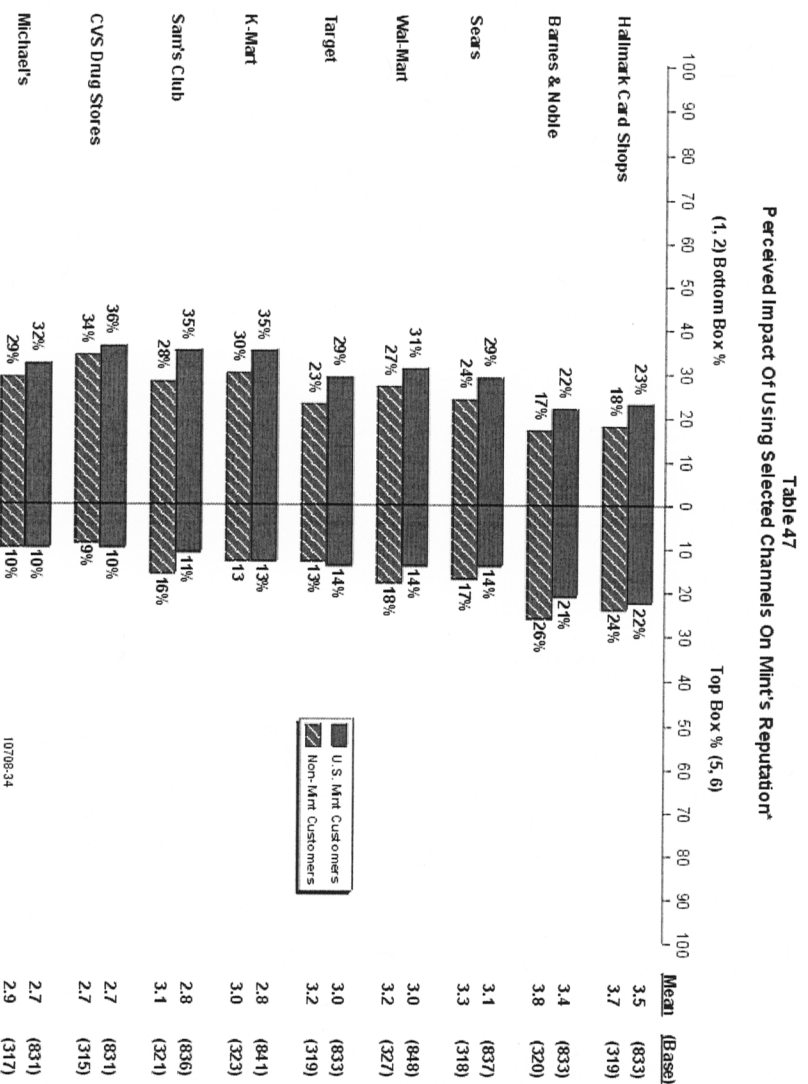
- There is a slight advantage for Barnes & Noble and Hallmark shops and a disadvantage for CVS Drug and Michael's Craft stores



* On a scale from "1" to "6" where "1" means "Not at all suitable" and "6" means "Very suitable."
 Source: Q.24

Retail Channels for U.S. Mint Products...

USE OF HALLMARK SHOPS AND BARNES & NOBLE AS CHANNELS FOR SELLING MINT PRODUCTS WOULD NEITHER IMPROVE NOR DIMINISH THE MINT'S REPUTATION WITH EXISTING CUSTOMERS; FOR ALL OTHER OUTLETS, THE BALANCE IS TIPPED AGAINST SUCH PARTNERSHIPS



* On a scale from "1" to "6" where "1" means "Would greatly harm the U.S. Mint's reputation" and "6" means "Would greatly enhance the U.S. Mint's reputation."
Source: Q.25

Knowledge & Impressions of U.S. Mint & Competitors... Overall Awareness

APPROXIMATELY FOUR-FIFTHS OF THE AMERICAN PUBLIC IS AWARE THAT THE U.S. MINT AND THE FRANKLIN MINT SELL COINS

- Overall, 27% of the Mint's customers have "top-of-mind" recall that the Mint sells coins and 98% do when prompted by name
- Other reasonably known sources are Internet sites and TV shopping programs

Table 48
Total & Unaided Awareness of Companies Producing/Selling Coins*

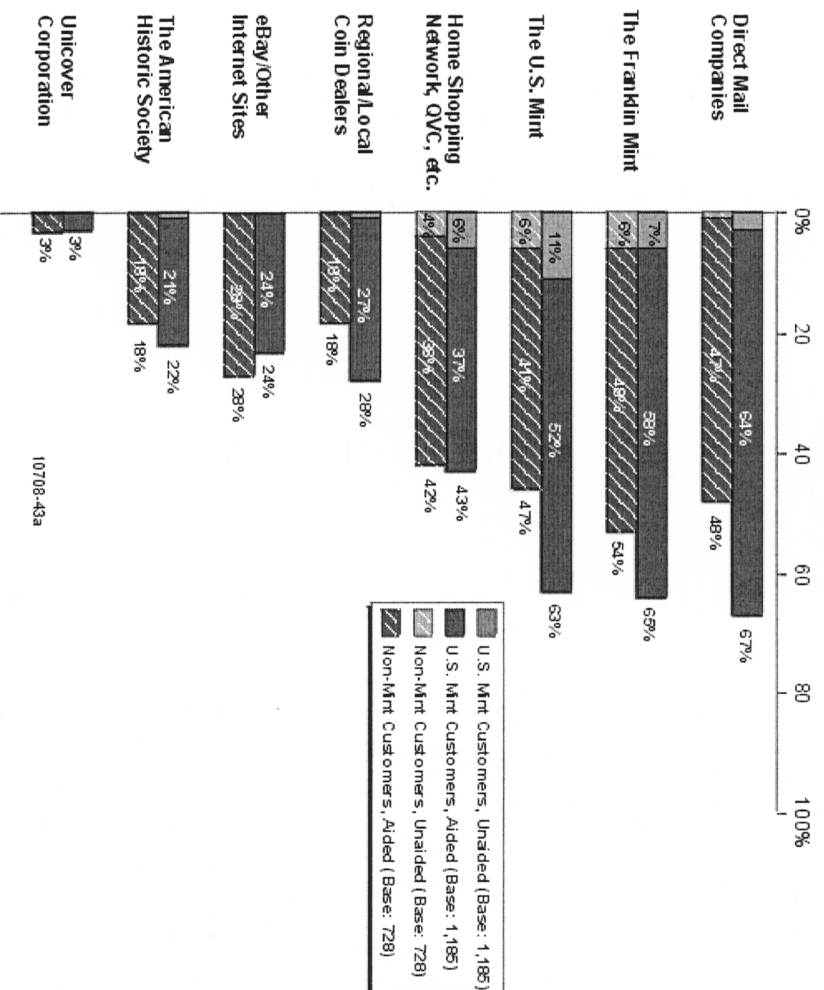
Aided Awareness	Total Sample		Total U.S. Mint Customers		U.S. Mint Customers						Non-Mint Customers	
	Total (%)	Unaided (%)	Total (%)	Unaided (%)	< \$100		\$100 - \$499		\$500		Total (%)	Unaided (%)
					Total (%)	Unaided (%)	Total (%)	Unaided (%)	Total (%)	Unaided (%)		
The United States Mint	83	8	98	27	98	25	99	31	98	29	83	8
The Franklin Mint	79	7	82	10	80	10	85	10	83	6	79	7
Home Shopping Network, QVC, etc.	57	1	56	3	53	3	61	3	63	3	57	1
eBay or Other Internet Sites	54	1	53	2	51	2	58	3	60	2	54	1
The American Historic Society	31	<1	29	1	27	0	32	1	44	5	31	0
Unicover Corporation	4	0	2	0	2	0	3	0	5	0	4	0
(Base)	(1,913)		(1,185)		(345)		(435)		(405)		(728)	

* Does not equal 100% because multiple responses were permitted.
Source: Q.S5a, Q.S11a

Knowledge & Impressions of U.S. Mint & Competitors... Advertising Awareness

THE U.S. MINT ENJOYS THE HIGHEST UNDAIDED ADVERTISING AWARENESS OF ALL COIN SOURCES AND ABOUT THE SAME OVERALL ADVERTISING RECOGNITION AS THE FRANKLIN MINT AND DIRECT MAIL COMPANIES

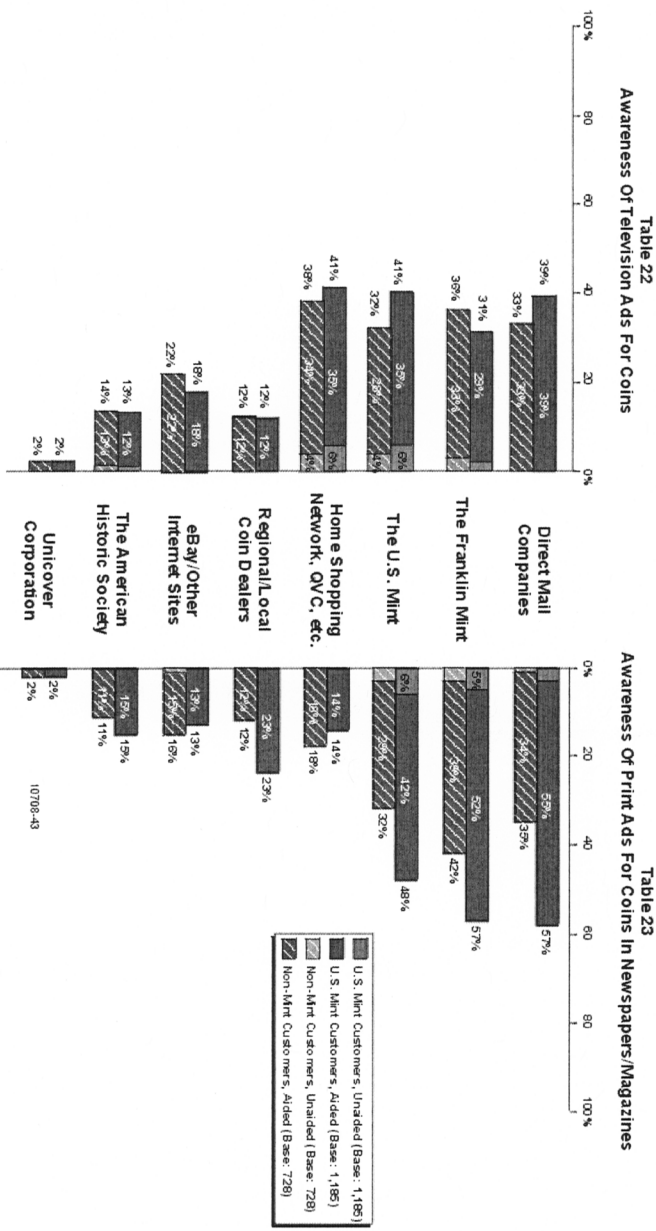
Table 49
Total & Undaied Advertising Awareness By Coin Sources



Knowledge & Impressions of U.S. Mint & Competitors... Advertising Awareness

OVERALL, U.S. MINT CUSTOMERS AND NON-CUSTOMERS HAVE MINIMAL UNAIDED RECALL FOR TV OR PRINT COIN ADS; IN BOTH INSTANCES, THE TOP MENTIONS, ON AN AIDED BASIS, INCLUDE DIRECT MAIL COMPANIES AND THE U.S. MINT

- The Franklin Mint is more widely recalled for its print advertising, while TV shopping programs stand out for television advertising



Knowledge & Impressions of U.S. Mint and Competitors... Purchase Awareness

THE U.S. MINT IS, BY FAR, THE MOST FREQUENTLY THOUGHT OF ORGANIZATION FOR BUYING COINS FOR ONESELF, EVEN AMONG NON-MINT CUSTOMERS

- A sizeable percentage of the Non-Mint customers (34%) couldn't think of any company

Table 52
Aided Awareness of U.S. Mint & Competitors for Purchasing Coins for Self*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The United States Mint	42	94	93	95	96	42
The Franklin Mint	11	<1	1	0	2	11
Regional/Local Coin Dealers	11	4	4	3	2	11
Home Shopping Network, QVC, etc.	11	<1	0	2	0	11
eBay or Other Internet Sites	8	3	4	1	0	8
The American Historic Society	5	1	0	2	1	5
Direct Mail Companies	2	3	4	2	2	2
Unicover Corporation	<1	1	0	2	0	0
None	34	2	2	1	1	34
(U.S. Mint/Franklin Mint Base)	(828)	(622)	(181)	(239)	(202)	(205)
(Approximate Base**)	(276)	(207)	(60)	(80)	(67)	(68)

* Does not sum to 100% due to respondents evaluating 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.11

Knowledge & Impressions of U.S. Mint and Competitors... Purchase Awareness

ALTHOUGH THE U.S. MINT STILL RECEIVES THE HIGHEST PERCENTAGE OF "FIRST MENTIONS" AS A SOURCE FOR COIN GIFTS, THE FRANKLIN MINT IS MENTIONED BY A SIZEABLE PERCENTAGE OF ADULTS

Table 53
Aided Awareness of U.S. Mint & Competitors for Purchasing Coins as a Gift**

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The United States Mint	35	86	84	91	84	35
The Franklin Mint	23	5	6	2	4	23
Home Shopping Network, QVC, etc.	14	<1	0	1	5	14
Regional/Local Coin Dealers	13	9	10	7	11	13
The American Historic Society	6	2	3	0	3	6
eBay or Other Internet Sites	5	2	2	4	1	5
Direct Mail Companies	4	3	2	4	4	4
Unicover Corporation	0	0	0	0	0	0
None	28	3	4	1	4	28
(U.S. Mint/Franklin Mint Base)	(828)	(622)	(181)	(239)	(202)	(205)
(Approximate Base**)	(276)	(207)	(60)	(80)	(67)	(68)

* Does not sum to 100% due to respondents evaluating 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.
Source: Q.11

Knowledge & Impressions of U.S. Mint and Competitors... Purchase Awareness

AMONG THE SOURCES INVESTIGATED, THE U.S. MINT IS MENTIONED BY MANY MORE ADULTS FOR PURCHASING COINS AS AN INVESTMENT, ALTHOUGH MORE THAN ONE-THIRD THINK OF NO SOURCES FOR THIS PURPOSE

Table 54
Aided Awareness of U.S. Mint & Competitors for Purchasing Coins as an Investment*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The United States Mint	45	80	78	85	90	45
The Franklin Mint	10	1	1	1	0	10
The American Historic Society	10	<1	0	0	1	10
Regional/Local Coin Dealers	8	7	6	8	8	8
eBay or Other Internet Sites	6	4	4	3	3	6
Home Shopping Network, QVC, etc.	3	<1	0	1	1	3
Direct Mail Companies	2	4	1	11	4	2
Unicover Corporation	1	0	0	0	0	1
None	36	14	17	7	4	36
(U.S. Mint/Franklin Mint Base)	(828)	(622)	(181)	(239)	(202)	(205)
(Approximate Base**)	(276)	(207)	(60)	(80)	(67)	(68)

* Does not sum to 100% due to respondents evaluating 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.
Source: Q.11

Knowledge & Impressions of U. S. Mint & Competitors... In-Depth Familiarity

THE U.S. MINT IS OVERWHELMINGLY RECOGNIZED AS A PRODUCER OF U.S. COINS FOR CIRCULATION; NO OTHER ORGANIZATION COMES CLOSE

- The Franklin Mint is a distant second at 22% among Non-Mint customers and 7% among Mint customers

Table 55
Aided Recall of Organizations Producing U.S. Coins for Circulation*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The United States Mint	93	99	99	99	100	93
The Franklin Mint	22	7	8	6	6	22
Direct Mail Companies	12	4	4	4	2	12
Unicover Corporation	10	2	2	2	0	10
Home Shopping Network, QVC, etc.	9	8	9	4	9	9
Regional/Local Coin Dealers	8	5	6	6	4	8
eBay or Other Internet Sites	6	4	4	4	1	6
The American Historic Society	5	2	3	1	2	5
(U.S. Mint/Franklin Mint Base)	(1,106)	(811)	(227)	(310)	(275)	(295)
(Approximate Base**)	(368)	(270)	(76)	(103)	(92)	(98)

* Does not equal 100% because multiple responses were permitted and respondents evaluated 3 different sets of 4 competitors.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.4

Knowledge & Impressions of U.S. Mint & Competitors... In-Depth Familiarity

IN TERMS OF IN-DEPTH INSIGHTS INTO EACH ORGANIZATION'S REPUTATION, THE U.S. MINT IS THE MOST WELL KNOWN OVERALL, FOLLOWED BY HOME SHOPPING PROGRAMS AND THE FRANKLIN MINT

- Mint customers are much more familiar with regional/local coin dealers compared to Non-Mint customers (19% vs. 1% respectively)

Table 56
Familiarity with Organization, Reputation & Products*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The United States Mint	41	92	90	96	94	40
Home Shopping Network, QVC, etc.	37	27	27	27	30	37
The Franklin Mint	36	36	34	41	36	36
eBay or Other Internet Sites	22	21	18	26	24	22
The American Historic Society	7	9	7	12	12	7
Direct Mail Companies	4	9	6	13	28	4
Regional/Local Coin Dealers	1	19	15	26	38	1
Unicover Corporation	<1	3	3	3	7	<1
(U.S. Mint/Franklin Mint Base)	(1,150)	(829)	(232)	(319)	(279)	(321)
(Approximate Base**)	(370)	(265)	(75)	(101)	(89)	(105)

* Percentages are top box results (5,6) on a scale from "1" to "6" where "1" means "Not at all familiar" and "6" means "Very familiar."

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.2

Knowledge & Impressions of U.S. Mint & Competitors... In-Depth Familiarity

THE Q50 STATE QUARTERS PROGRAM AND OFFICIAL U.S. MINT COIN SETS ARE THE MOST RECOGNIZED PRODUCTS OFFERED BY THE U.S. MINT; COMMEMORATIVE COINS AND OTHER U.S. COINS ARE ALSO HIGHLY RECOGNIZED

- A sizeable percentage overall (between 8% and 15%), and some Mint customers, thinks the U.S. Mint offers painted, antique, foreign, and other coins that are actually not in its product portfolio
- U.S. Mint customers are much more familiar with the coin jewelry/gift items the U.S. Mint offers compared to non-customers

Table 57
Familiarity with U.S. Mint Product Offerings*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
U.S. Mint 50 State Quarters Program Quarters	77	95	94	97	98	77
Official U.S. Mint Coin Sets	77	98	97	98	99	77
Official U.S. Mint Commemorative Coin Sets	66	84	81	88	93	66
Other U.S. Coins	47	78	76	81	89	47
Painted or Colored U.S. Coins	15	12	15	6	7	15
Antique U.S. Coins	12	8	9	6	8	12
Coin Jewelry/Gift Items	12	51	46	61	68	11
Official Foreign Coins	8	2	2	3	4	9
Thematic Commemorative Coins/Medallions	5	2	2	1	1	5
(Approximate Base)	(1,190)	(859)	(242)	(331)	(286)	(331)

* Does not equal 100% because multiple responses were permitted.

Source: Q.3

Knowledge & Impressions of U.S. Mint & Competitors... In-Depth Familiarity

AS MANY AS ONE-THIRD OF THE AMERICAN PUBLIC INCORRECTLY BELIEVES THAT THE FRANKLIN MINT OFFERS OFFICIAL U.S. MINT COIN SETS AND COMMEMORATIVE COINS; EVEN ONE-FOURTH LINK THE STATE QUARTERS WITH THEM

Table 58
Familiarity with Franklin Mint Product Offerings*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Official U.S. Mint Coin Sets	34	15	16	12	14	35
Official U.S. Mint Commemorative Coin Sets	32	19	22	14	14	32
Painted or Colorized U.S. Coins	32	29	31	25	33	32
Coin Jewelry/Gift Items	32	34	34	34	36	32
Thematic Commemorative Coins/Medallions	32	34	33	34	45	32
Other U.S. Coins	30	18	20	13	17	30
U.S. Mint 50 State Quarters Program Quarters	24	10	11	8	11	24
Antique U.S. Coins	22	15	17	12	17	22
Official Foreign Coins	15	11	10	14	17	15
(Approximate Base)	(1,190)	(859)	(242)	(331)	(286)	(331)

* Does not equal 100% because multiple responses were permitted.
Source: Q.3

Knowledge & Impressions of U.S. Mint & Competitors... Suitability

IN CONTRAST, THE GENERAL PUBLIC FEELS THAT THE COINS FROM THE FRANKLIN MINT AND SEVERAL OTHER ORGANIZATIONS ARE MORE SUITABLE AS GIFTS THAN THOSE FROM THE U.S. MINT

- However, a much larger percentage of Mint customers feel that U.S. Mint coins are suitable as gifts compared to those offered by other organizations, such as the Franklin Mint or direct mail companies, and the like

Table 59
Organizations that Sell Coins Suitable for Gifts*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
The Franklin Mint	83	66	65	67	68	83
Home Shopping Network, QVC, etc.	78	52	50	52	73	78
Direct Mail Companies	68	60	57	66	56	69
Regional/Local Coin Dealers	64	53	48	66	57	64
eBay or Other Internet Sites	62	50	52	50	41	62
The United States Mint	61	94	94	94	92	61
The American Historic Society	56	32	31	33	42	56
Unicover Corporation	26	9	9	9	15	26
(U.S. Mint/Franklin Mint Base)	(1,142)	(834)	(235)	(318)	(281)	(308)
(Approximate Base**)	(380)	(278)	(78)	(106)	(94)	(102)

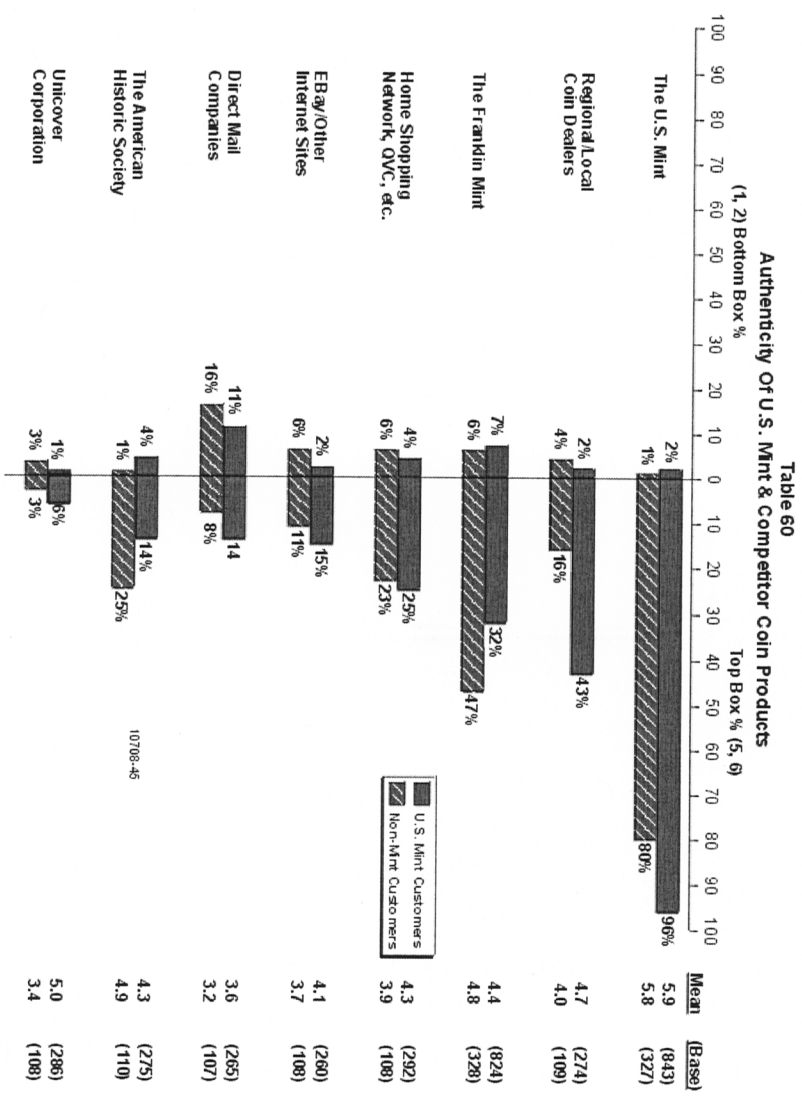
* Does not equal 100% because multiple responses were permitted.

** Bases listed are an average of the six other U.S. Mint competitors' bases.

Source: Q.4

Knowledge & Impressions of U.S. Mint & Competitors... Authenticity

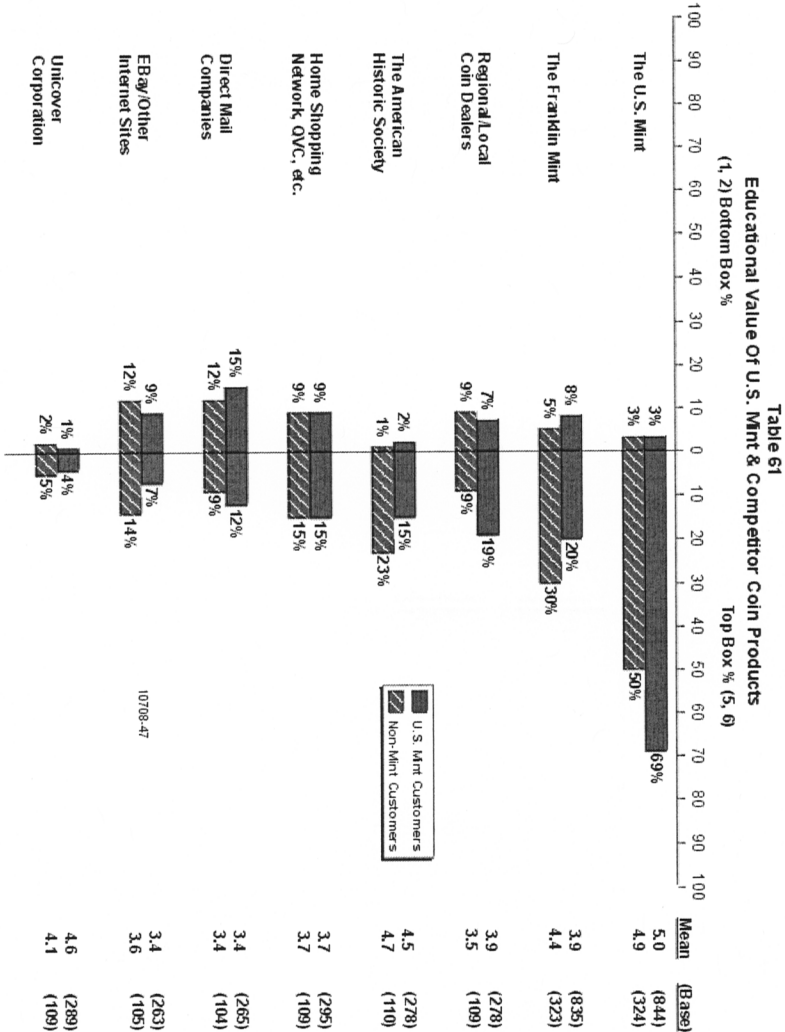
NOT SURPRISINGLY, U.S. MINT COIN PRODUCTS ARE CONSIDERED TO BE THE MOST AUTHENTIC/GENUINE; U.S. MINT CUSTOMERS VIEW REGIONAL AND LOCAL COIN DEALERS AS THE NEXT MOST AUTHENTIC, WHILE NON-CUSTOMERS PLACE THE FRANKLIN MINT IN THIS POSITION



Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not at all authentic" and "6" means "Absolutely authentic/genuine."
Source: Q.13

Knowledge & Impressions of U.S. Mint & Competitors... Educational Value

THE U.S. MINT'S COIN PRODUCTS ARE CONSIDERED THE MOST EDUCATIONAL BY BOTH GROUPS; THE FRANKLIN MINT AND THE AMERICAN HISTORIC SOCIETY RANK SECOND AND THIRD RESPECTIVELY AMONG NON-MINT CUSTOMERS

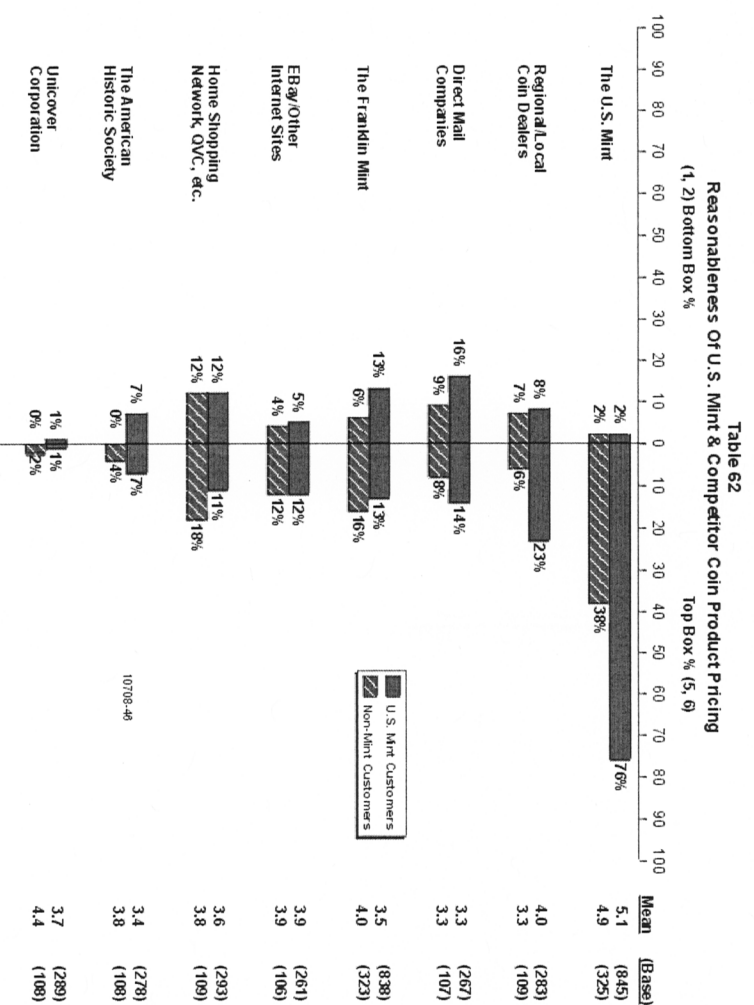


Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not educational at all" and "6" means "Highly educational."
Source: Q.16

Knowledge & Impressions of U.S. Mint & Competitors... Pricing

EVEN AMONG NON-CUSTOMERS, THE U.S. MINT IS PERCEIVED AS HAVING THE MOST REASONABLE PRICES

- In addition, U.S. Mint customers believe regional and local coin dealers have more reasonable prices than The Franklin Mint

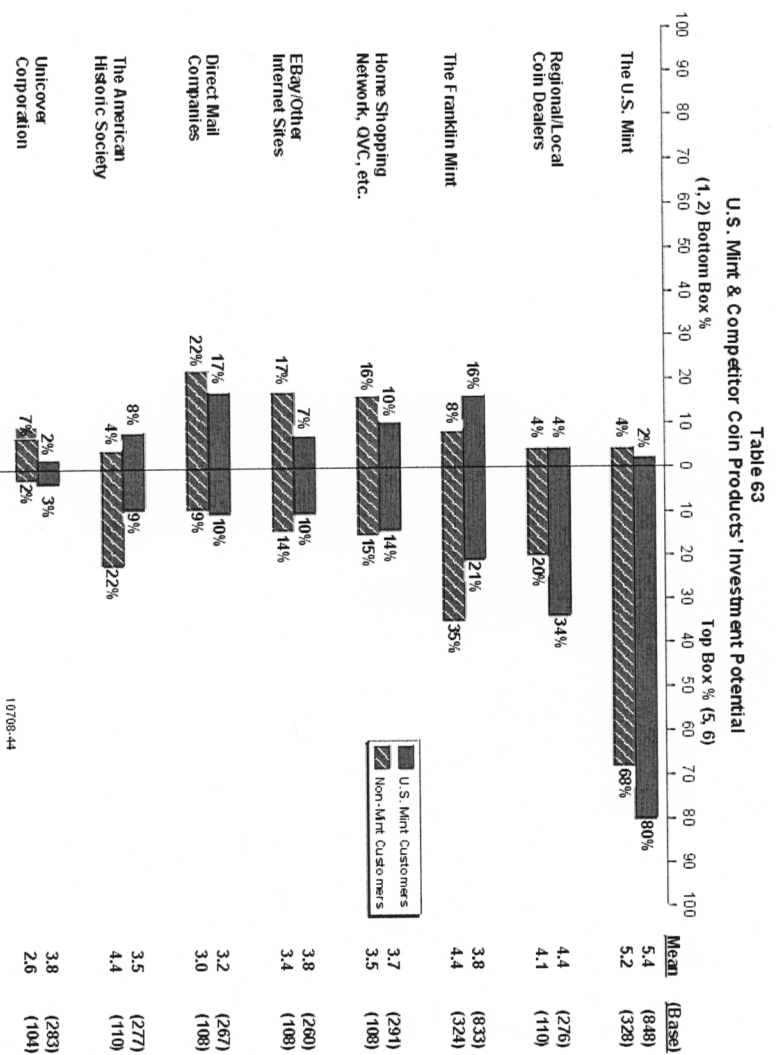


Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Prices not reasonable at all" and "6" means "Prices are very reasonable."

Source: Q.15

Knowledge & Impressions of U.S. Mint & Competitors... Investment Potential

IN ADDITION TO BEING AUTHENTIC AND EDUCATIONAL, U.S. MINT PRODUCTS ARE CONSIDERED TO BE A VERY SOUND INVESTMENT BY THE VAST MAJORITY COMPARED TO COINS FROM OTHER SOURCES

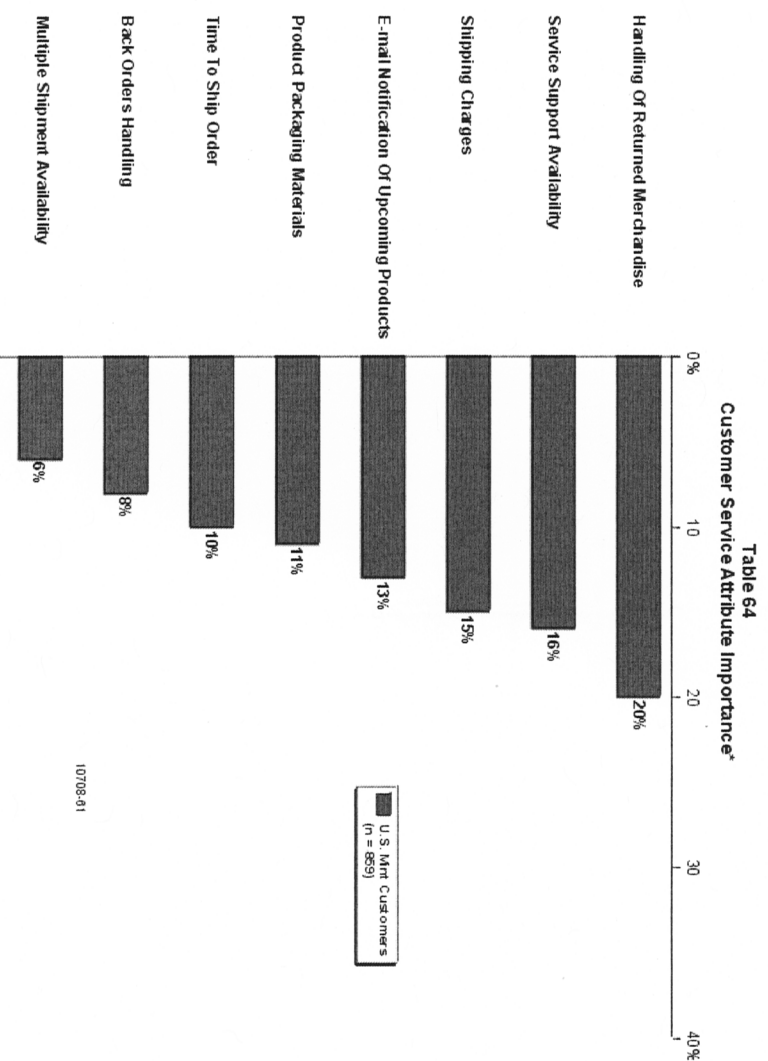


Note: "Bottom Box" is a response of "1" or "2" and "Top Box" is a response of "5" or "6" on a scale from "1" to "6" where "1" means "Not a sound investment" and "6" means "Very sound investment."
Source: Q.14

Customer Service Requirements... Importances

ACROSS THE EIGHT CUSTOMER SERVICE ATTRIBUTES EVALUATED, MINT CUSTOMERS ATTACH THE MOST IMPORTANCE TO MERCHANDISE RETURNS

- Service support and shipping charges are also relatively important



* May not sum to 100% due to rounding.

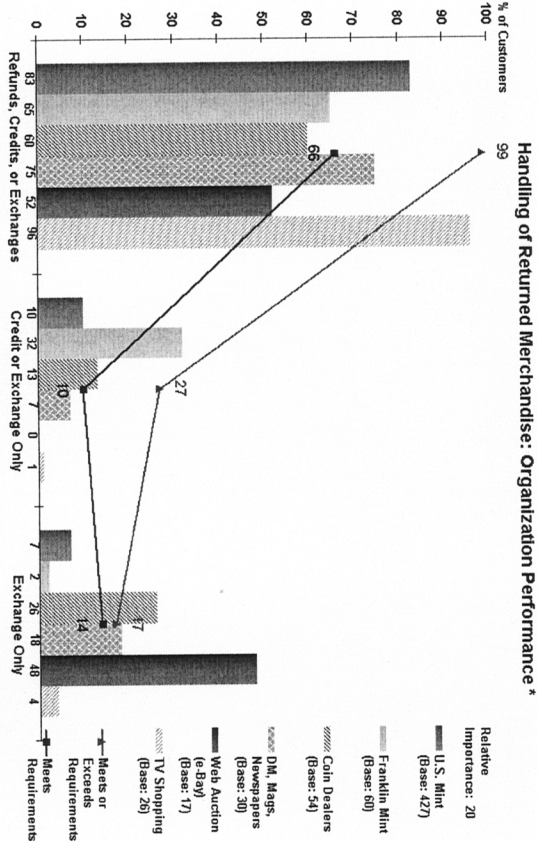
Note: Although all U.S. coin collectors were asked to report both their needs and perceptions of the U.S. Mint and its competitors, nearly two-thirds of Non-Mint customers indicated that they were unfamiliar with the customer service at all organizations being evaluated; hence, sample sizes are large enough to report these data for Mint customers only.

Customer Service Requirements... Returned Merchandise

ALTHOUGH OFFERING REFUNDS, CREDITS, AND EXCHANGES EXCEEDS THE NEEDS OF ONE-THIRD OF U.S. MINT CUSTOMERS, THE NEEDS OF MOST CUSTOMERS ARE NOT MET IF REFUNDS ARE NOT OFFERED

- Almost all perceive that TV shopping programs offer refunds for returned merchandise, and more than three-quarters view the U.S. Mint as offering refunds
- For all organizations, the majority of customers perceive that refunds are available

Table 65



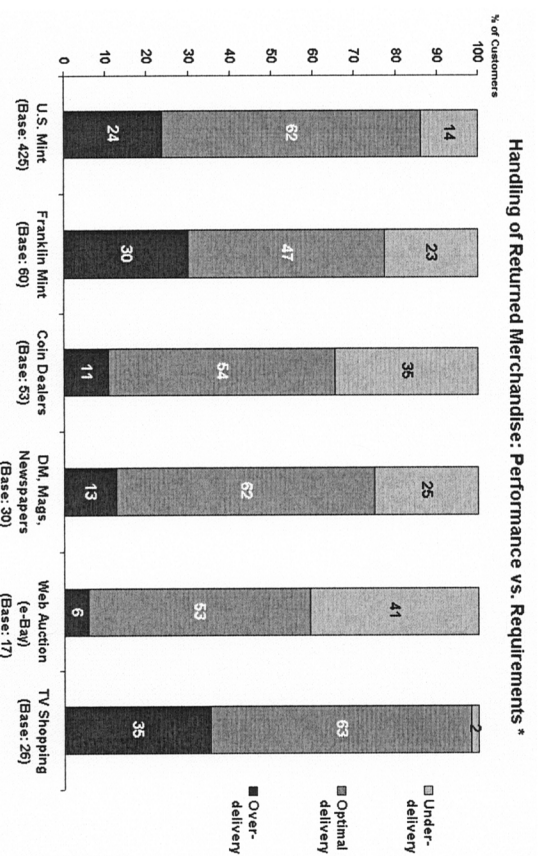
* Note small sample sizes for Web auction and TV shopping. Results are directional. For a complete explanation of how to read this table and others that follow, see page 13 in methodology chapter.

Customer Service Requirements... Returned Merchandise

WELL OVER ONE-HALF OF U.S. MINT CUSTOMERS PERCEIVE THAT TV SHOPPING PROGRAMS, THE U.S. MINT, AND DIRECT MAIL COMPANIES OFFER OPTIMAL MERCHANDISE RETURN SERVICE

- TV shopping programs and the U.S. Mint under-deliver to far fewer customers than other organizations
- Offering refunds for returned merchandise may be central to U.S. Mint customers' positive perceptions of the U.S. Mint

Table 66



* Note small sample sizes for Web auction and TV shopping. Results are directional.

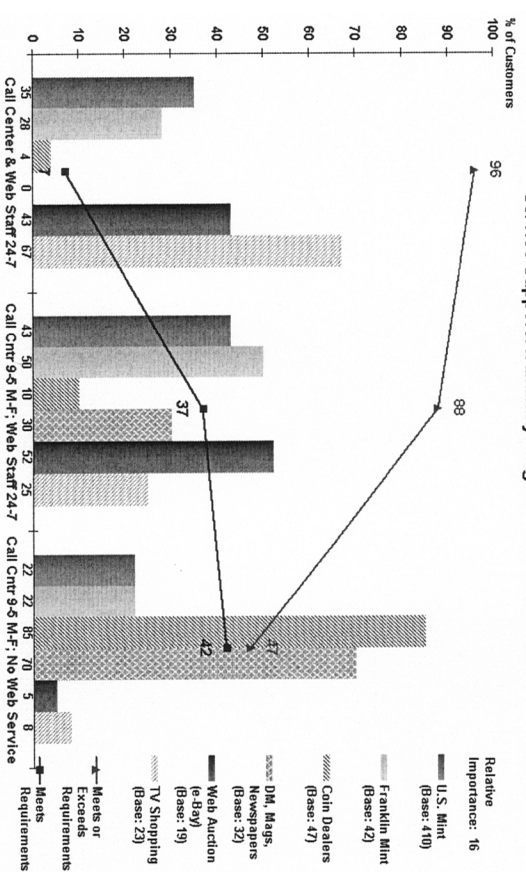
Customer Service Requirements... Service Support Availability

A LARGE MAJORITY OF CUSTOMERS INDICATED THAT A 24-HOUR/7-DAY CALL CENTER WITH WEB SERVICE SUPPORT EXCEEDS THEIR NEEDS, WHILE THE NEEDS OF ALMOST AS MANY ARE MET BY A CALL CENTER WITH WEEKDAY BUSINESS HOURS AND 24/7 WEB SERVICE

- Over half of U.S. Mint customers indicate that their needs are not met without web support
- Only one-third of customers perceive that the U.S. Mint offers a 24/7 call center, and nearly one-fourth believe that the U.S. Mint does not offer any web service

Table 67

Service Support Availability: Organization Performance *



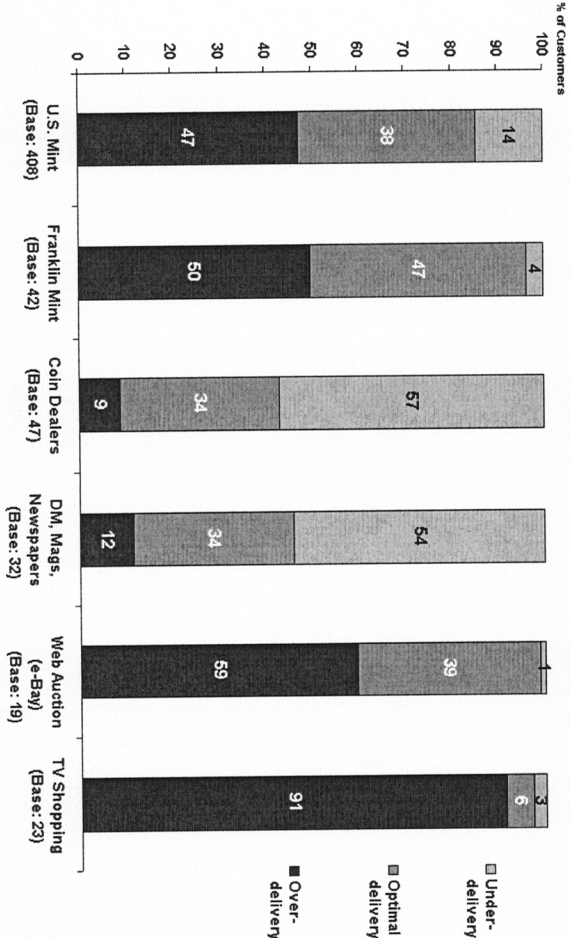
* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... Service Support Availability

THE FRANKLIN MINT AND THE U.S. MINT DELIVER OPTIMAL SERVICE SUPPORT TO OVER ONE-THIRD OF ALL U.S. MINT CUSTOMERS, WHILE, AT THE SAME TIME, UNDER-DELIVERING TO FEW

- Having web service may be central to providing optimal service support availability; those organizations that under-deliver to over half of all U.S. Mint customers on this feature are perceived by most customers as not offering web service

Table 68
Service Support Availability: Performance vs. Requirements *



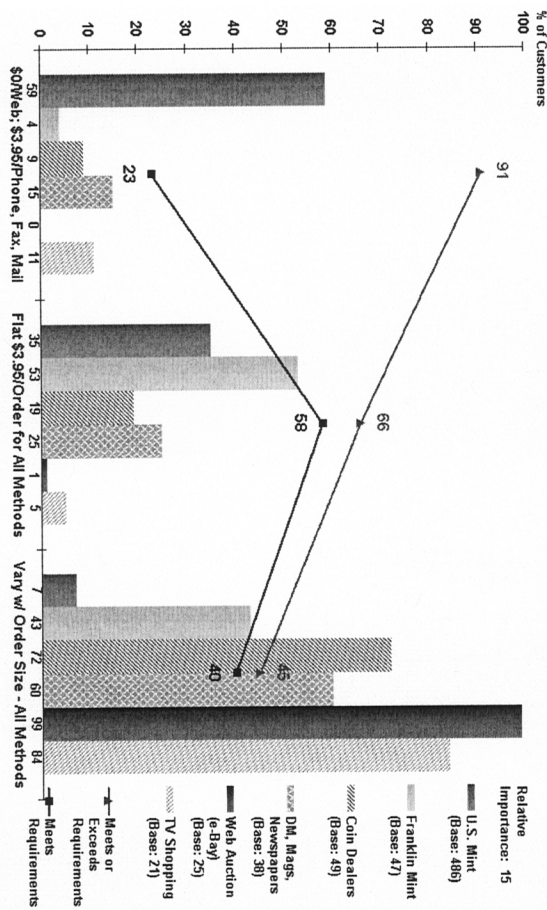
* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... Shipping Charges

ALTHOUGH FREE WEB SHIPPING MEETS OR EXCEEDS THE NEEDS OF NEARLY ALL U.S. MINT CUSTOMERS, THE NEEDS OF TWO-THIRDS ARE ALSO MET WITH A FLAT \$3.95 FEE PER ORDER ACROSS THE BOARD

- When shipping charges vary with order size, the needs of the majority of customers are not met
- Over half of U.S. Mint customers perceive that the U.S. Mint currently offers free web shipping; it meets the needs of fewer customers, perhaps because they cannot or do not order this way

Table 69
Shipping Charges: Organization Performance *

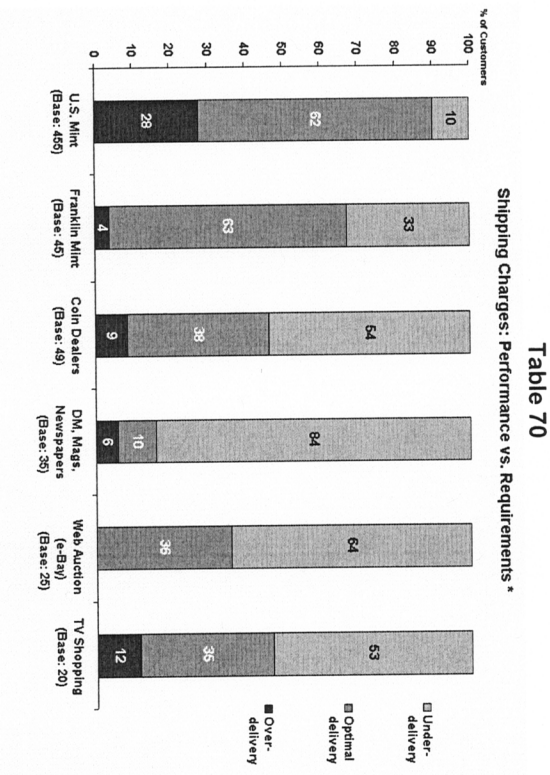


* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... Shipping Charges

MOST CUSTOMERS PERCEIVE THAT THE FRANKLIN MINT AND THE U.S. MINT CHARGE OPTIMAL SHIPPING FEES; THE U.S. MINT HAS BY FAR THE LOWEST INCIDENCE OF UNDER-DELIVERY ON THIS FEATURE

- These results suggest that the U.S. Mint does not charge a high shipping fee; other research has shown that Web customers would be annoyed, however, if a shipping fee were introduced to them
- Charging flat shipping fees may be central to providing optimal service; those organizations that under-deliver to the majority of U.S. Mint customers on this feature are perceived by most as having variable shipping charges



* Note small sample sizes for Web auction and TV shopping. Results are directional.

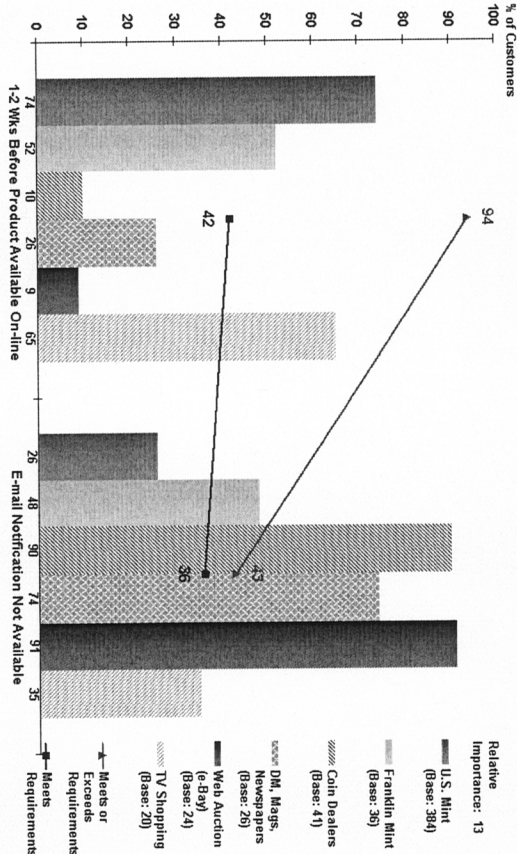
Customer Service Requirements... E-mail Notification

ALTHOUGH NOTIFYING CUSTOMERS OF NEW PRODUCTS BY E-MAIL UP TO TWO WEEKS PRIOR TO THE PRODUCT LAUNCH EXCEEDS THE NEEDS OF MOST CUSTOMERS, SERVICE WITHOUT ANY E-MAIL NOTIFICATION FAILS TO MEET THE NEEDS OF MOST CUSTOMERS

- Although the majority of customers may need less than one to two weeks advance notification, they do want e-mail notification; over half believe that the U.S. Mint, TV shopping networks, and the Franklin Mint offer this service

Table 71

E-mail Notification of Upcoming Products: Organization Performance *



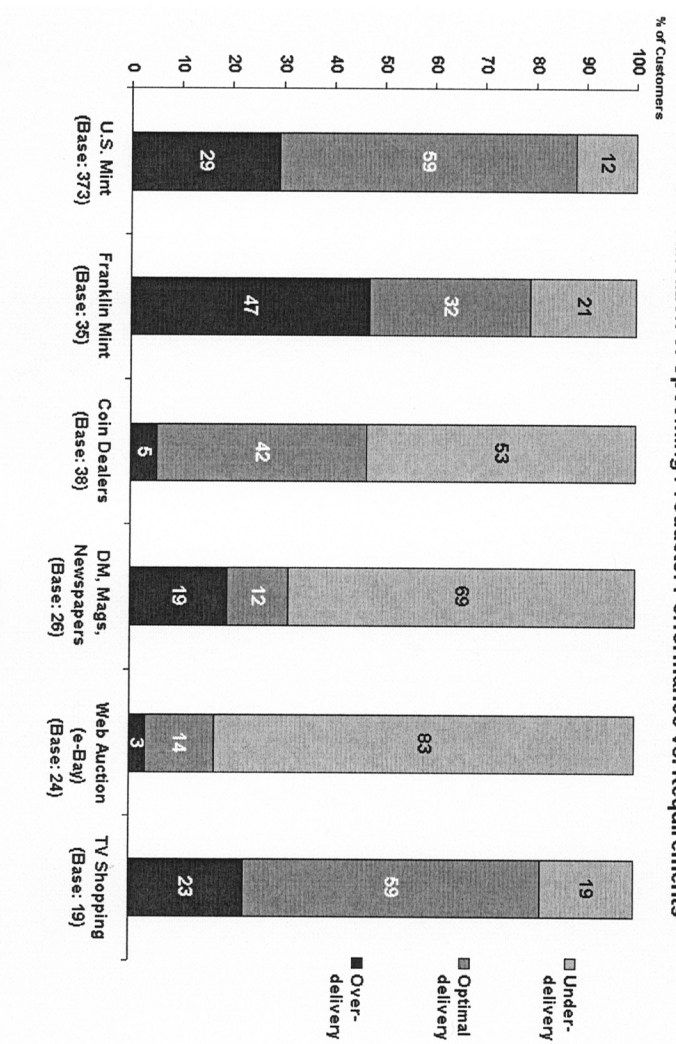
* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... E-mail Notification

THE U.S. MINT IS PERCEIVED AS PROVIDING OPTIMAL E-MAIL NOTIFICATION SERVICE FOR THE MAJORITY OF ITS CUSTOMERS

- Organizations that are seen by most customers as not providing e-mail notification are also perceived by over half of U.S. Mint customers as failing to meet their needs (under-delivering)

Table 72
E-mail Notification of Upcoming Products: Performance vs. Requirements *

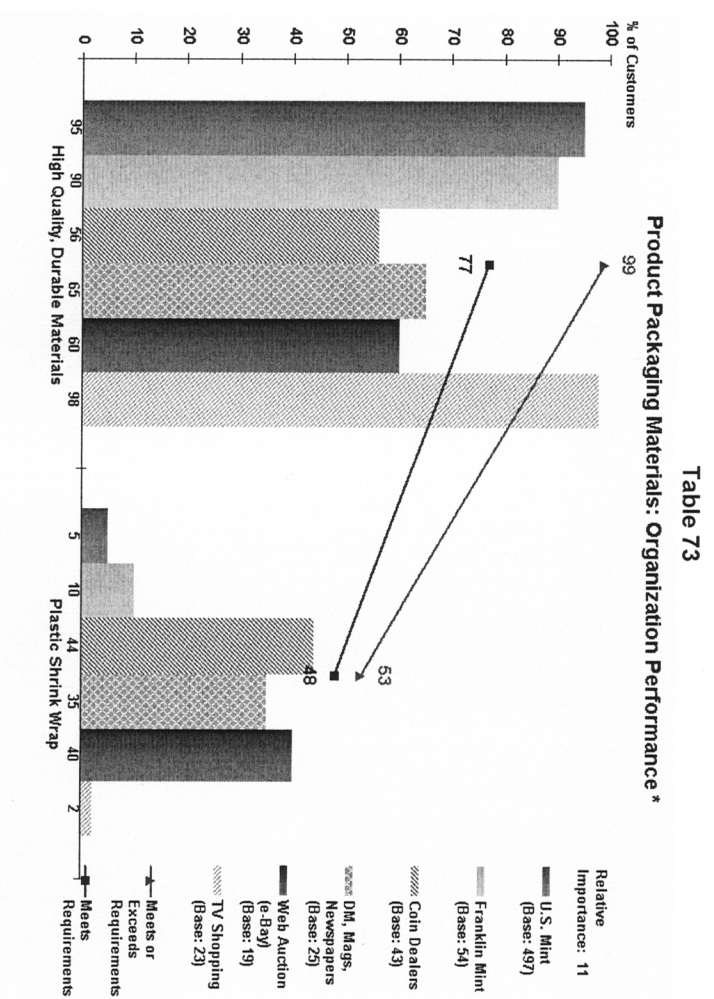


* Note small sample sizes for Direct Mail, Web auction, and TV shopping. Results are directional.

Customer Service Requirements... Product Packaging

THE USE OF HIGH QUALITY, DURABLE PACKAGING MATERIALS MEETS OR EXCEEDS THE NEEDS OF VIRTUALLY ALL CUSTOMERS, WHILE PLASTIC SHRINK WRAP FAILS TO MEET THE NEEDS OF NEARLY HALF

- TV shopping programs, the U.S. Mint, and the Franklin Mint are perceived by nearly all as using superior packing materials

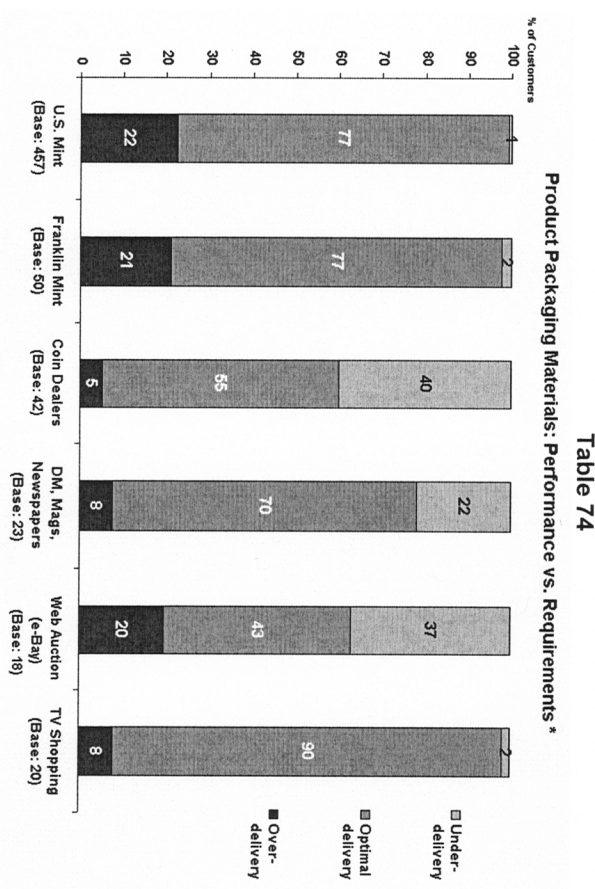


* Note small sample sizes for Direct Mail, Web auction, and TV shopping. Results are directional.

Customer Service Requirements... Product Packaging

GIVEN THAT ALMOST ALL CUSTOMERS PERCEIVE THAT TV SHOPPING PROGRAMS, THE U.S. MINT, AND THE FRANKLIN MINT USE HIGH QUALITY PACKAGING MATERIALS, IT IS NOT SURPRISING THAT THEY ARE UNDER-DELIVERING TO FEW CUSTOMERS

- Between 20% and 40% of U.S. Mint customers indicated that local coin dealers and direct mailers (the organizations that are most widely perceived as using shrink wrap) fail to meet their personal packaging requirements

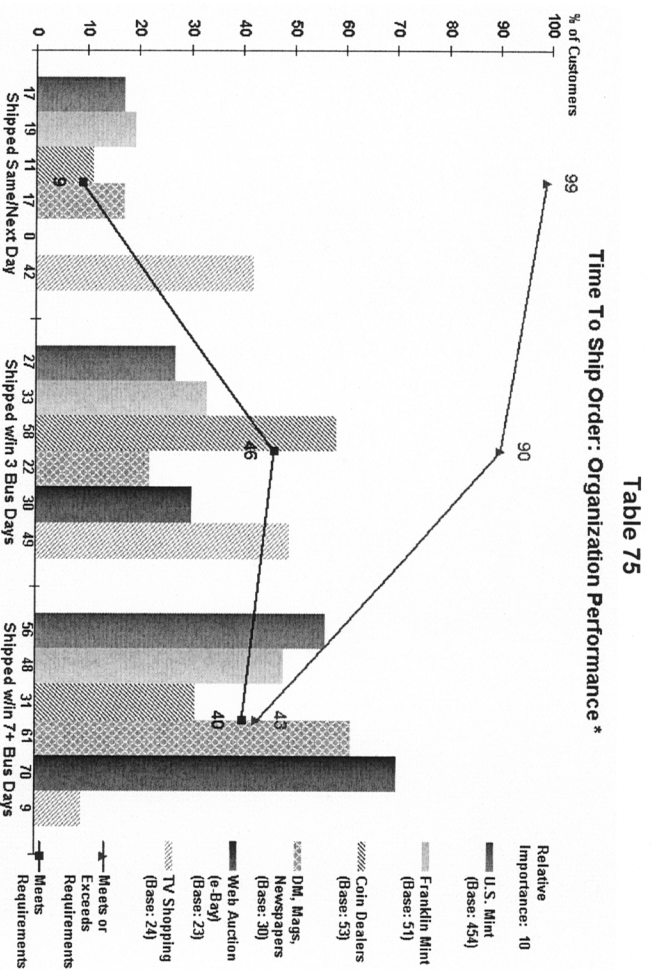


* Note small sample sizes for Direct Mail, Web auction, and TV shopping. Results are directional.

Customer Service Requirements... Time to Ship

SHIPPING ORDERS WITHIN SEVEN BUSINESS DAYS FAILS TO MEET THE NEEDS OF THE MAJORITY OF CUSTOMERS, BUT A THREE-BUSINESS DAY INTERVAL WOULD SUFFICE FOR MOST U.S. MINT CUSTOMERS

- Web auction sites, direct mailers, and the U.S. Mint are perceived by the majority as shipping within seven or more business days; TV shopping programs are seen by nearly half of U.S. Mint customers as shipping orders on the same or next day



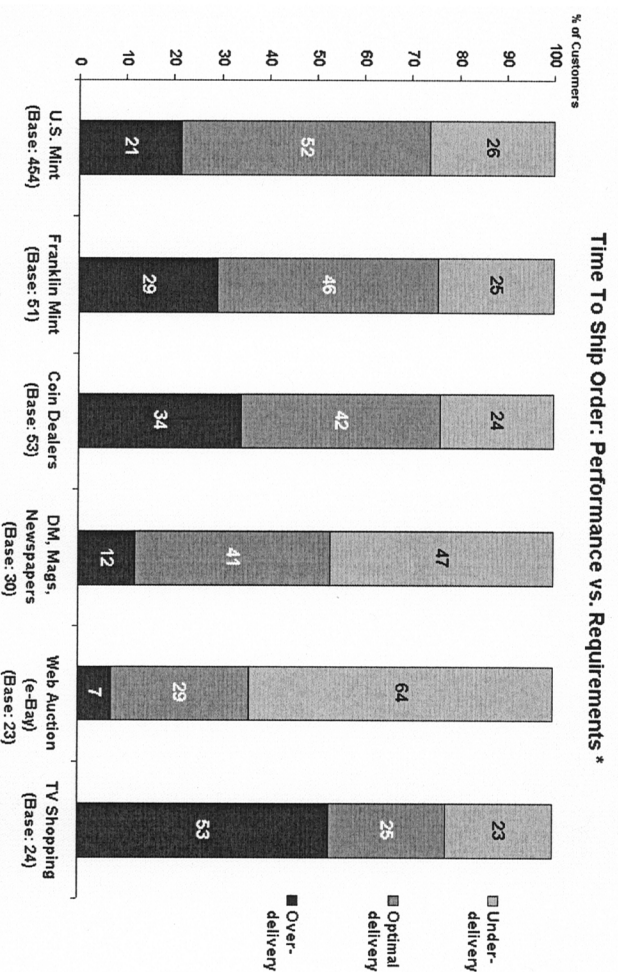
* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... Time to Ship

GIVEN THE DIVERGENT SHIPPING TIME NEEDS OF U.S. MINT CUSTOMERS, IT IS NOT SURPRISING TO FIND MODERATE TO HIGH LEVELS OF BOTH OVER- AND UNDER-DELIVERY FOR MOST OF THE ORGANIZATIONS

- Only the U.S. Mint is perceived as offering optimal service by over half of U.S. Mint customers
- The highest under-delivery rates are associated with those companies most widely perceived as shipping within seven or more business days

Table 76



* Note small sample sizes for Web auction and TV shopping. Results are directional.

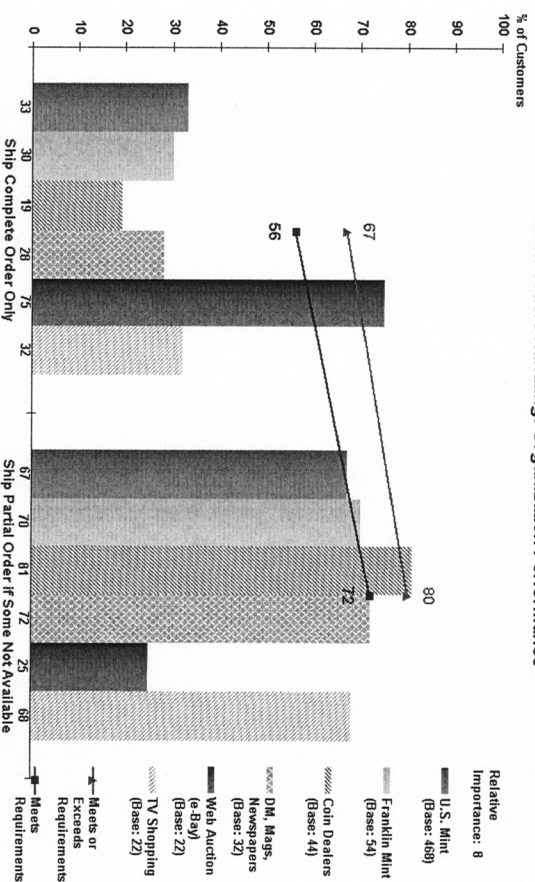
Customer Service Requirements... Back Orders

FOR BACK ORDERS, SHIPPING PARTIAL ORDERS MEETS THE NEEDS OF MORE CUSTOMERS THAN SHIPPING ONLY COMPLETE ORDERS; HOWEVER, MOST CUSTOMERS' NEEDS CAN BE MET BY EITHER SHIPMENT ARRANGEMENT

- Web auction sites are perceived by three-fourths of U.S. Mint customers as "complete order only" shippers; all other organizations are viewed by most customers as partial order shippers, including the U.S. Mint

Table 77

Back Orders Handling: Organization Performance *



* Note small sample sizes for Direct Mail, Web auction, and TV shopping. Results are directional.

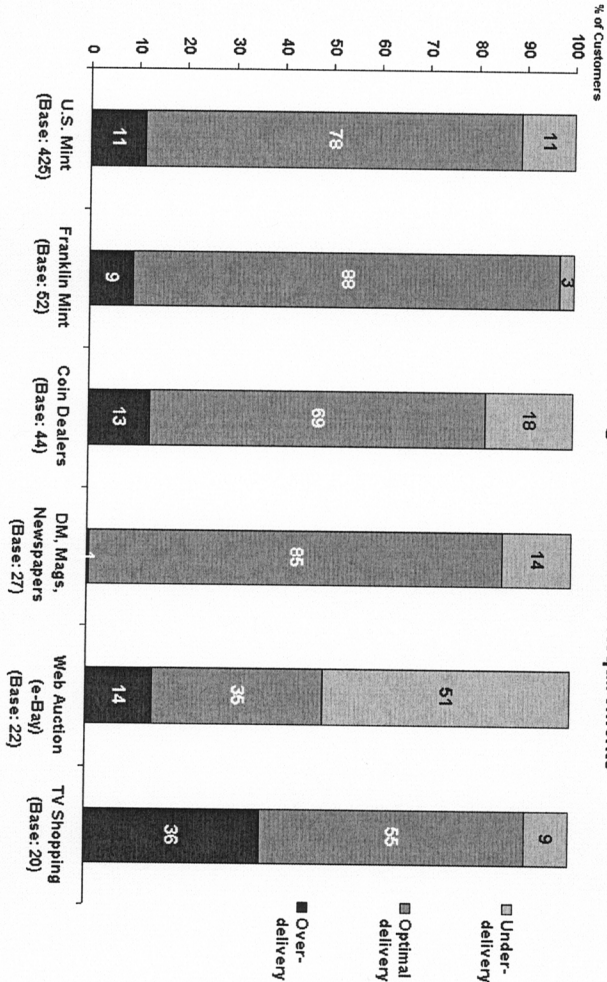
Customer Service Requirements... Back Orders

EXCEPT FOR WEB AUCTION SITES, ALL ORGANIZATIONS ARE PERCEIVED AS OFFERING OPTIMAL BACK ORDER HANDLING BY MOST U.S. MINT CUSTOMERS

- Partial order shipment appears to be key to optimal delivery, given that web auction sites are strongly viewed as shipping complete orders only, and are the only organizations that fail to meet the needs of (under-deliver to) the majority of U.S. Mint customers

Table 78

Back Orders Handling: Performance vs. Requirements *

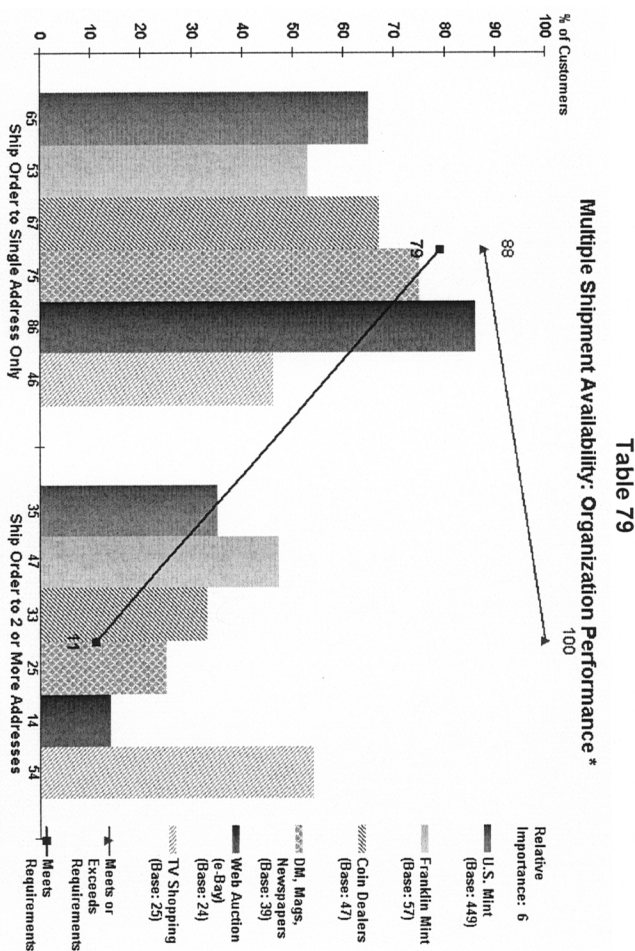


* Note small sample sizes for Direct Mail, Web auction, and TV shopping. Results are directional.

Customer Service Requirements... Multiple Shipments

SHIPPING ORDERS TO TWO OR MORE ADDRESSES EXCEEDS MOST CUSTOMERS' SERVICE REQUIREMENTS; A LARGE MAJORITY INDICATE THAT THEY ARE SATISFIED WHEN ORDERS ARE SHIPPED TO A SINGLE ADDRESS

- Most organizations are widely perceived as only shipping orders to a single address; TV shopping programs and the Franklin Mint are perceived to ship to two or more addresses by approximately half of the U.S. Mint customers



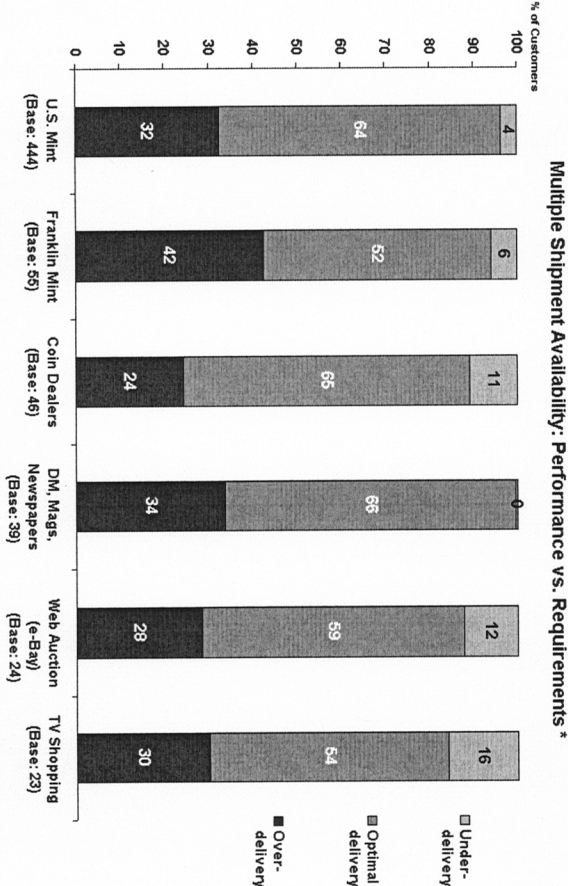
* Note small sample sizes for Web auction and TV shopping. Results are directional.

Customer Service Requirements... Multiple Shipments

ALL ORGANIZATIONS ARE PERCEIVED AS OFFERING OPTIMAL MULTIPLE SHIPMENT AVAILABILITY BY A MAJORITY OF U.S. MINT CUSTOMERS

- In general, customers perceive that organizations offer multiple shipment capabilities that meet or exceed their needs; under-delivery rates are extremely low for all competitors
- The availability of multiple shipping locations is only important if such a need arises; given that it is relatively infrequent most are satisfied

Table 80



* Note small sample sizes for Web auction and TV shopping. Results are directional.

Conclusions & Implications...

ALTHOUGH TODAY'S Q50 UPDATE IS ENCOURAGING, THERE IS DISTURBING EVIDENCE THAT FUTURE GROWTH MAY BE DIFFICULT TO ACHIEVE WITHOUT CONTINUED MARKETING EFFORTS

- The number of adults who have saved at least one quarter now is estimated at 139 million (up from 125 million in December 2000)
- However, other indicators are not so favorable
 - Those who are highly familiar with the program has dropped
 - Association of the program with the U.S. Mint is minimal
 - The percentage of Q50 buyers overall has remained flat
 - The percentage of Americans who have collected more than 25 quarters to date has not grown
 - No significant change in the future number of Q50 Collectors is estimated
- Less committed Q50 Savers/Buyers need continued reinforcement to stick with the "program"
 - State launches
 - Simple reminders (e.g., "Have you saved all 13 colonies' quarters?")
 - New media (e.g., women's and entertainment magazines, TV dramas, etc.)
 - Value of purchasing Q50 coins and merchandise, not just saving

Conclusions & Recommendations...

ALTHOUGH USE OF ALTERNATE RETAIL CHANNELS WOULD MAKE U.S. MINT PRODUCTS MORE READILY AVAILABLE, THE U.S. MINT WOULD BE WISE TO SELECT ONLY HIGH QUALITY OUTLETS

- Partnerships with the “right” well-known retail outlet(s) would not only increase the availability of U.S. Mint products, but create opportunities for impulse collecting and gift-giving purchases
 - A widespread perception exists that U.S. Mint products are not currently available through these channels
 - U.S. Mint items are not thought of as readily for gift-giving
- Among the outlets tested, none stands out as an ideal partner, but it is clear that only sophisticated, non-discount channels should be considered
 - An environment conducive for selling precious, authentic coins is necessary
 - Barnes & Noble and Hallmark shops are more suitable, while discount outlets are not

Conclusions & Recommendations...

EVEN THOUGH THE U.S. MINT HAS "EVERYTHING GOING FOR IT" – AUTHENTIC, EDUCATIONAL AND AFFORDABLE COINS/COIN-RELATED ITEMS, IT DOES NOT HAVE SUFFICIENT RECOGNITION AS A SOURCE FOR COIN GIFTS

- The U.S. Mint is thought of, on an aided basis, by more individuals as a source for coins for oneself and as gifts
- However, among the general public, The Franklin Mint and Home Shopping Programs stand out as having more suitable coins and coin merchandise for gift-giving
 - Only U.S. Mint customers really know of the coin-related items offered by the U.S. Mint
- Therefore, it would be wise for the U.S. Mint to promote its "gift" portfolio independent of the distribution channels used
 - Both sets and merchandise should be featured
 - Those thinking of The Franklin Mint, QVC, and other programs want jewelry, unusual coins, and the like
 - A three-fold message is required – heritage, beauty and investment potential

Conclusions & Recommendations...

BECAUSE SOME CONFUSION EXISTS ABOUT WHAT SERVICE LEVELS ARE CURRENTLY AVAILABLE, IT MAY BE WORTHWHILE TO RE-EVALUATE WHAT IS OFFERED AND, SUBSEQUENTLY, TO MAKE U.S. MINT CUSTOMERS MORE AWARE OF THE LEVELS

- Today's call center/web 24/7 service support may be "overkill"
 - Call center hours could be 9 AM to 5 PM or slightly expanded
 - Qualitative discussion needed
- Today's free shipping for web orders may satisfy some, while alienating others
 - Some expectation to pay exists
 - Flat fee is preferred over variable fee
- The U.S. Mint is credited with giving advance e-mail notifications, or at least when the product is issued
 - Diminishing its current service here would be detrimental
- Lastly, confusion over shipping and/or arrival time needs to be clarified
 - Most customers think of shipping time (i.e., when it leaves the "plant")
 - The website seems to connote arrival time

Glossary

- ***Non-Mint Customers:*** Adults who have not purchased coins from the U.S. Mint within the past year (includes inactive U.S. Mint customers and those who do not collect coins)
- ***U.S. Mint Customers:*** Adults who have purchased coins from the U.S. Mint within the past year
 - < \$100 ... and spent between \$1 and \$99
 - \$100 – \$499 ... and spent between \$100 and \$499
 - \$500 + ... and spent \$500 or more
- ***Total Coin Collectors:*** Adults who collect coins
- ***Non-Mint U.S. Coin Collectors:*** Adults who collect U.S. coins but have not purchased coins from the U.S. Mint within the past year (includes inactive U.S. Mint customers)
- ***Total Q50 Collectors:*** Adults who collect Q50 state quarters by either buying or saving/receiving them
- ***Total Q50 Serious Collectors:*** Adults who collect 6 or more Q50 state quarters by either buying or saving/receiving them
- ***Q50 Buyers:*** Adults who collect Q50 state quarters by buying them (and may also save/receive them)
- ***Q50 Savers:*** Adults who collect Q50 state quarters by saving/receiving them only
- ***Q50 Non-Collectors:*** Adults who do not collect Q50 state quarters
- ***Q50 Future Collectors:*** Adults who plan to collect Q50 state quarters in the future (including those who currently collect quarters)

APPENDIX

- Screener
- Questionnaire
- Tabulations
 - Demographics
 - Media Behaviors
 - Past & Expected Coin Purchases
 - Expenditures for Other Types of Collections

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT.

Source of contact information:

Client List	1
RDD	3

(INTRODUCTION FOR CLIENT LIST) Hello, I am calling on behalf of National Analysts, a survey research firm in Philadelphia. We are conducting a research study on people's collecting interests and behaviors. The interview will take about 3 minutes and is completely confidential.

"This survey is strictly voluntary. We are also required by law to report to you the OMB Control Number for this public information request. That number is OMB #1525-0012."

(GENERAL INTRODUCTION FOR RDD SOURCE) Hello, I am calling on behalf of National Analysts, a survey research firm in Philadelphia. We are conducting a research study on people's collecting interests and behaviors for the U.S. Mint. The interview will take about 3 minutes and is completely confidential.

"This survey is strictly voluntary. We are also required by law to report to you the OMB Control Number for this public information request. That number is OMB #1525-0012."

(INTRODUCTION FOR RESPONDENT SELECTION) Could I speak to the person in your household, age 18 or older, who will have the next birthday? IF RESPONDENT IS THAT PERSON, GO TO Q52. IF PERSON WITH NEXT BIRTHDAY IS NOT AT HOME, ARRANGE CALLBACK AND RECORD IT, ALONG WITH RESPONDENT'S FIRST NAME)

(INTRODUCTION FOR PERSON WITH NEXT BIRTHDAY, IF DIFFERENT FROM INITIAL CONTACT)
Hello, I am calling on behalf of National Analysts, a survey research firm in Philadelphia. We are conducting a research study on people's collecting interests and behaviors for the U.S. Mint. The interview will take about 3 minutes and is completely confidential.

"This survey is strictly voluntary. We are also required by law to report to you the OMB Control Number for this public information request. That number is OMB #1525-0012."

S1. Among adults 18 or older in this household, are you the person who will have the next birthday?

REPEAT INTRODUCTION FOR RESPONDENT SELECTION	No	2
TERMINATE	Yes	1
	Refused	9

S2. How many people, including yourself, live there who are 18 years or older?

_____ # of people

IF REFUSE TO ANSWER, TERMINATE

COLLECTING BEHAVIOR

1. Do you currently collect, buy, save or put aside (ITEM)? (READ AND RECORD ANSWER FOR EACH)

	Yes, Collect	Yes, Buy	Yes, Save/Put Aside	None
a. U.S. coins, including new state quarters	1	2	3	4
b. Coins from other countries	1	2	3	4
c. Stamps	1	2	3	4
d. Antique furniture or art objects	1	2	3	4
e. Baseball cards	1	2	3	4
f. Guns, knives, war memorabilia	1	2	3	4
g. Dolls	1	2	3	4
h. Other (Specify)	1	2	3	4

PURCHASING BEHAVIOR

IF Q.1a = 4 (DOES NOT COLLECT, BUY, SAVE, OR PUT ASIDE U.S. COINS),
SKIP TO SAMPLE QUOTA CLASSIFICATION

2. Have you purchased any U.S. coins or merchandise containing coins in the past 12 months?

SKIP TO SAMPLE QUOTA CLASSIFICATION	YES	NO
	1	2

3. From what companies or organizations did you buy these coins or merchandise with coins? (DO NOT READ. FOR EACH COMPANY MENTIONED, ASK:) And what is the total amount of money you have spent with this company in the past 12 months? Was it less than \$100, between \$100 and \$499, or \$500 or more?

A. Bought from in past 12 months	B. Amount spent	U.S. Mint	Other (Specify)	Other (Specify)	Other (Specify)
< \$100	\$100-\$499	\$500 +	1	2	3
1	1	2	3	4	Other (Specify)
2	1	2	3	4	Other (Specify)
3	1	2	3	4	Other (Specify)
4	1	2	3	4	Other (Specify)

FOR RDD SAMPLE, IF Q.3A = DK OR REF OR IF Q.3A = 1 AND Q.3B (U.S. MINT) = DK OR REF, TERMINATE

Contact Source	Sample Quota Classification		
Client List	ID begins with "1"	Q.3a = 1 and Q.3b = 1	Client Customer Group 1 (<\$100 U.S. Mint spend)
Client List	ID begins with "2"	Q.3a = 1 and Q.3b = 2	Client Customer Group 2 (\$100-\$499 U.S. Mint spend)
RDD			
Client List	ID begins with "3"	Q.3a = 1 and Q.3b = 3	Client Customer Group 3 (\$500+ U.S. Mint spend)
RDD			
RDD	Q.1a = 1, 2, or 3 (does collect, buy, save U.S. coins)	Q.3a ≠ 1 (no coin purchase from U.S. Mint)	Non-U.S. Mint Coin Collectors
RDD	Q.1a = 4 (does not collect, buy, save U.S. coins)		General Public

4. Based on the answers you provided, you qualify to participate in a follow-up mail survey that we are conducting. If you participate in the follow-up survey, you will receive \$25. It should take no more than a half hour to complete that questionnaire. Are you interested in participating?

2	NO	TERMINATE
1	YES	CONTINUE

(IF YES TO Q.4) Before we mail you the survey, I have a few more questions.

UNDAIDED AWARENESS OF COIN PRODUCERS & ADVERTISING

5. Are you aware of any organizations from which you can purchase collectible coins?

SKIP TO Q.7		NO	2
		YES	1

5a. To the best of your recollection, what are the names of these organizations? (DO NOT READ)

1	The Franklin Mint
2	The United States Mint
3	Unicover Corporation
4	Home Shopping Network, QVC or other TV Shopping Programs
5	The American Historic Society
6	eBay or other Internet Auction Sites
7	Regional or Local Coin Dealers
8	Companies Offering Coins in Direct Mail/Newspaper/Magazine Ads
0	Other (Specify) _____

6. How much, if anything, have you heard or read about the 50 State Quarters™ program? Choose a number from "1" to "6", where "1" means you have read or heard "Nothing at all" about the 50 State Quarters™ program, and "6" means you have read or heard "A great deal" about the program.

Read/Heard	1	2	3	4	5	6
Read/Heard A	Nothing at All					
Great Deal						

6a. To the best of your knowledge, what organization or group is responsible for the 50 State Quarters™ program? (DO NOT READ. CHECK ONE ONLY.)

1	The Franklin Mint
2	The United States Mint
3	Unicover Corporation
4	The American Historic Society
5	The United States Government
6	The United States Treasury Department
9	Don't Know
0	Other (Specify) _____

7. Do you recall having seen or heard any advertising on television recently related to coins or coin collecting?

SKIP TO Q.9

YES	1
NO	2

8.

From what you can remember, what was the name or names of the organizations or companies that sponsored these TV advertisements? (DO NOT READ. CHECK ALL THAT APPLY. PROBE FOR ADDITIONAL NAMES.)

1	The Franklin Mint
2	The United States Mint
3	Unicover Corporation
4	Home Shopping Network, QVC or other TV Shopping Programs
5	The American Historic Society
6	eBay or other Internet Auction Sites
7	Regional or Local Coin Dealers
8	Companies Offering Coins in Direct Mail/Newspaper/Magazine Ads
0	Other (Specify)

9.

Do you recall having seen any advertising in newspapers or magazines recently related to coins or coin collecting?

YES	1
NO	2

SKIP TO Q.11

10.

From what you can remember, what was the name or names of the organizations or companies that sponsored these advertisements? (DO NOT READ. CHECK ALL THAT APPLY. PROBE FOR ADDITIONAL NAMES.)

1	The Franklin Mint
2	The United States Mint
3	Unicover Corporation
4	Home Shopping Network, QVC or other TV Shopping Programs
5	The American Historic Society
6	eBay or other Internet Auction Sites
7	Regional or Local Coin Dealers
8	Companies Offering Coins in Direct Mail/Newspaper/Magazine Ads
0	Other (Specify)

AIDED AWARENESS OF COIN PRODUCERS & ADVERTISING

11. To the best of your knowledge, which, if any, of the following organizations produce or sell collectible coins? (ROTATE ORDER AND READ. SKIP ANY ORGANIZATIONS NAMED IN Q.5a)

No	Yes	
2	1	The Franklin Mint
2	1	The United States Mint
2	1	Unicover Corporation
2	1	Home Shopping Network, QVC or other TV Shopping Programs
2	1	The American Historic Society
2	1	eBay or other Internet Auction Sites

12. Do you recall having recently seen or heard any advertising on television about...? (ROTATE ORDER AND READ. SKIP ANY ORGANIZATIONS NAMED IN Q.8)

The Franklin Mint	1	2
The United States Mint	1	2
Unicover Corporation	1	2
Home Shopping Network, QVC or other TV Shopping Programs	1	2
The American Historic Society	1	2
eBay or other Internet Auction Sites	1	2
Regional or Local Coin Dealers	1	2
Companies Offering Coins in Direct Mail/Newspaper/Magazine Ads	1	2
Yes		
No		

13. Do you recall having recently seen any advertising in newspapers or magazines about...? (ROTATE ORDER AND READ. SKIP ANY ORGANIZATIONS NAMED IN Q.10)

The Franklin Mint	1	2
The United States Mint	1	2
Unicover Corporation	1	2
Home Shopping Network, QVC or other TV Shopping Programs	1	2
The American Historic Society	1	2
eBay or other Internet Auction Sites	1	2
Regional or Local Coin Dealers	1	2
Companies Offering Coins in Direct Mail/Newspaper/Magazine Ads	1	2
Yes		
No		

14. Do you recall having recently seen or heard any advertising on television about the 50 State Quarters™ program? How about in newspapers or magazines?

Yes, television	1
Yes, newspapers or magazines	2
Yes, both	3
No	4

CLOSING

That concludes our brief interview. What is your name and address so we can mail the survey to you? (TAKE DOWN NAME AND ADDRESS)

NAME: _____
ADDRESS: _____ CITY/STATE: _____ ZIP CODE: _____

(THEN SAY THE FOLLOWING) When you receive the follow-up survey in the mail, please complete and return it within 7 days in order to receive the \$25. Thank you very much for your help today.

COLLECTIONS

1. Which of the following types of items do you currently collect, buy, save or put aside? For the items you checked, how many dollars, if any, did you spend in the past 12 months on purchasing and maintaining your collection(s)? Please provide your best estimate of dollars spent for each collection.

	Check All That Apply	Dollars Spent in Past 12 Months
U.S. coins, including new state quarters	<input type="checkbox"/>	\$_____
Coins from other countries	<input type="checkbox"/>	\$_____
Stamps	<input type="checkbox"/>	\$_____
Antique furniture or art objects	<input type="checkbox"/>	\$_____
Baseball cards	<input type="checkbox"/>	\$_____
Guns, knives, war memorabilia	<input type="checkbox"/>	\$_____
Dolls	<input type="checkbox"/>	\$_____
Other (Specify) _____	<input type="checkbox"/>	\$_____
Other (Specify) _____	<input type="checkbox"/>	\$_____

COIN-RELATED ORGANIZATIONS

2. The following organizations produce and/or sell coins. In general, how familiar are you with the organization overall, including their reputations, and the coin products they sell/produce? For each of the following organizations, choose a number from "1" to "6", where "1" means "Not at all familiar" and "6" means "Very familiar."

	Not at all Familiar						Very Familiar					
	1	2	3	4	5	6						
The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Organization 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Organization 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						

3. To the best of your knowledge, which of the following coin or coin-related products are offered by these organizations? (CHECK ALL THAT APPLY IN EACH COLUMN)

	The Franklin Mint	The United States Mint	Organization 2	Organization 3
Official U.S. Coins (Government Issued)				
Official U.S. Mint coin sets (i.e., proof sets, uncirculated sets, silver proof sets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official U.S. Mint Commemorative coins/coin sets (e.g., Leif Ericson, American Buffalo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. Mint 50 State Quarters™ program quarters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other U.S. coins (e.g., American Eagle, Golden Dollar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coin jewelry/gift items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antique U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Painted or colorized U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official Foreign Coins (Government Issued)				
Official foreign coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thematic Collectible Coins/Medallions (NOT Government Issued)				
Thematic commemorative coins/medallions (e.g., Star Trek, Life of Christ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. To the best of your recollection, which of these organizations sell coins that are suitable for gift-giving? Produces U.S. coins for circulation? (CHECK ALL THAT APPLY IN EACH COLUMN)

	Sells Coins Suitable For Gift-Giving	Produces U.S. Coins for Circulation
The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>
Organization 2	<input type="checkbox"/>	<input type="checkbox"/>
Organization 3	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

COIN COLLECTING

IF YOUR ID# ON THE COVER LETTER BEGINS WITH "5", PLEASE SKIP TO Q.8

5. How long have you been collecting coins?

Started within the past 2 years	<input type="checkbox"/>
2-5 years	<input type="checkbox"/>
6-10 years	<input type="checkbox"/>
11-20 years	<input type="checkbox"/>
More than 20 years	<input type="checkbox"/>

6. What types of coins and/or sets of coins do you buy, save, or put aside for your collection? (CHECK ALL THAT APPLY)

Official U.S. Coins (Government Issued)	
Official U.S. Mint coin sets (i.e., proof sets, uncirculated sets, silver proof sets)	<input type="checkbox"/>
Official U.S. Mint Commemorative coins/coin sets (e.g., Leif Ericson, American Buffalo)	<input type="checkbox"/>
U.S. Mint 50 State Quarters™ program quarters	<input type="checkbox"/>
Other U.S. coins (e.g., American Eagle, Golden Dollar)	<input type="checkbox"/>
Coin jewelry/gift items	<input type="checkbox"/>
Antique U.S. coins	<input type="checkbox"/>
Painted or colorized U.S. coins	<input type="checkbox"/>
Official Foreign Coins (Government Issued)	
Official foreign coins	<input type="checkbox"/>
Thematic Collectible Coins/Medallions (NOT Government Issued)	
Thematic commemorative coins/medallions (e.g., Star Trek, Life of Christ)	<input type="checkbox"/>

7. What do you think is the value of the coins in your coin collection?

Estimated value of collection	U.S. Coins Only	All Coins
< \$100	<input type="checkbox"/>	<input type="checkbox"/>
\$100-\$499	<input type="checkbox"/>	<input type="checkbox"/>
\$500-\$999	<input type="checkbox"/>	<input type="checkbox"/>
\$1,000 to \$4,999	<input type="checkbox"/>	<input type="checkbox"/>
\$5,000 to \$10,000	<input type="checkbox"/>	<input type="checkbox"/>
More than \$10,000	<input type="checkbox"/>	<input type="checkbox"/>

8. From which of these organizations, if any, have you ever considered purchasing coins? Ever actually purchased coins? (CHECK ALL THAT APPLY)

	Ever Considered Purchasing Coins	Ever Actually Purchased Coins
The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>
Organization 2	<input type="checkbox"/>	<input type="checkbox"/>
Organization 3	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

IF YOUR ID# ON THE COVER LETTER BEGINS WITH "5", PLEASE SKIP TO Q.10a

9a. From which of these organizations have you purchased coins in the past 12 months? (CHECK ALL THAT APPLY)

IF YOU HAVE NOT PURCHASED COINS FROM ANY OF THESE ORGANIZATIONS, CHECK THIS ☐ AND SKIP TO Q.10

9b. What items have you purchased in the past 12 months from each of these organizations? (CHECK ALL THAT APPLY)

9c. How much have you spent, in total, in the past 12 months on coins from each of these organizations? (PLEASE ANSWER IN WHOLE DOLLARS)

	The Franklin Mint	The United States Mint	Organization 2	Organization 3
9a. Yes, <u>Purchased</u> Coins in the Past 12 Months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9b. Type of Coins or Coin-Related Products Purchased				
<i>Official U.S. Coins (Government Issued)</i>				
Official U.S. Mint coin sets (i.e., proof sets, uncirculated sets, silver proof sets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official U.S. Mint Commemorative coins/coin sets (e.g., Leif Ericson, American Buffalo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. Mint 50 State Quarters™ program quarters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other U.S. coins (e.g., American Eagle, Golden Dollar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coin jewelry/gift items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antique U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Painted or colorized U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Official Foreign Coins (Government Issued)</i>				
Official foreign coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Thematic Collectible Coins/ Medallions (NOT Government Issued)</i>				
Thematic commemorative coins/medallions (e.g., Star Trek, Life of Christ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9c. Total Spent on Coins in the Past 12 Months	\$ _____	\$ _____	\$ _____	\$ _____

10a. From which of these organizations, if any, do you expect to purchase coins in the next 12 months? (CHECK ALL THAT APPLY)

(IF YOU DO NOT EXPECT TO PURCHASE COINS FROM ANY OF THESE ORGANIZATIONS, CHECK THIS ☐ AND SKIP TO Q.11)

10b. What items do you expect to purchase in the next 12 months from each of these organizations? (CHECK ALL THAT APPLY)

10c. How much do you expect to spend, in total, in the next 12 months on coins from each of these organizations? (PLEASE ANSWER IN WHOLE DOLLARS)

	The Franklin Mint	The United States Mint	Organization 2	Organization 3
10a. Yes, Expect to <u>Purchased Coins</u> in the Next 12 Months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10b. Type of Coins or Coin-Related Products Purchased				
Official U.S. Coins (Government Issued)				
Official U.S. Mint coin sets (i.e., proof sets, uncirculated sets, silver proof sets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official U.S. Mint Commemorative coins/coin sets (e.g., Leif Ericson, American Buffalo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. Mint 50 State Quarters™ program quarters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other U.S. coins (e.g., American Eagle, Golden Dollar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coin jewelry/gift items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antique U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Painted or colorized U.S. coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official Foreign Coins (Government Issued)				
Official foreign coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thematic Collectible Coins/ Medallions (NOT Government Issued)				
Thematic commemorative coins/medallions (e.g., Star Trek, Life of Christ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10c. Total Expect to Spent on Coins in the Next 12 Months	\$	\$	\$	\$

11. Which organization, if any, would you think of first for buying coins for yourself? For buying coins as a gift? For purchasing coins as an investment? (CHECK ONE BOX IN EACH COLUMN)

	Think of First for Buying Coins ...		
	For Yourself	As A Gift	As An Investment
The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COIN BUYING SERVICE REQUIREMENTS

17. Please think about what your customer service requirements are (or would be) when purchasing coins or coin-related products. Then, for each row, indicate whether that level of customer service would exceed, meet, or fail to meet your requirements. (CHECK ONE BOX IN EACH ROW)

Customer Service Dimensions	Exceeds Your Requirements	Meets Your Requirements	Fails to Meet Your Requirements
A. Service Support Availability			
Call Center or Web-based staff available 24 hours a day, 7 days a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call Center available weekdays during business hours/Web-based staff available 24 hours a day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call Center available weekdays during business hours; no Web-based service available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Multiple Shipment Availability			
Ship order to single address only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ship order to two or more addresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Advance e-mail Notification of Upcoming Products			
1 to 2 weeks before product is available for on-line sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail notification not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Shipping Charges			
Free shipping for Website orders, \$3.95 charge per order for phone, fax, or mail orders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flat shipping charge of \$3.95 per order, regardless of how order is placed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expenditure-based shipping charge increases with size of order, regardless of how order is placed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Handling of Returned Merchandise			
Refunds, credits, and exchanges available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No refunds—credit or exchanges only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No refunds or credit—exchanges only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Back Orders Handling			
Ship complete order only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ship partial order if some products are not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Product Packaging Materials			
Made of high quality, durable materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Made of plastic shrink wrap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Time To Ship Order			
Order shipped on same day/next day after ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order shipped within 3 business days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order shipped within 7 business days or more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SERVICE IMPORTANCE & ORGANIZATION PERFORMANCE

IF YOUR ID# ON THE COVER LETTER BEGINS WITH "5", PLEASE SKIP TO Q.19

18. First, check the box for an organization in the **FIRST ROW** if you are familiar with that organization's customer service performance. (**CHECK ALL THAT APPLY**) Then, for each organization you have checked, please indicate the one level of service you believe comes close to that organization's performance for each aspect of customer service "A" to "H" listed below.

IF YOU ARE NOT FAMILIAR WITH THE CUSTOMER SERVICE OF ANY OF THE ORGANIZATIONS, CHECK THIS ☐ AND SKIP TO Q21.

Customer Service Dimensions	The Franklin Mint	The United States Mint	Organization 2	Organization 3
Familiar with Customer Service Performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Service Support Availability				
Call Center or Web-based staff available 24 hours a day, 7 days a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call Center available weekdays during business hours/Web-based staff available 24 hours a day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call Center available weekdays during business hours; no Web-based service available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Multiple Shipment Availability				
Ship order to single address only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ship order to two or more addresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Advance e-mail Notification of Upcoming Products				
1 to 2 weeks before product is available for on-line sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail notification not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Shipping Charges				
Free shipping for Website orders, \$3.95 charge per order for phone, fax, or mail orders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flat shipping charge of \$3.95 per order, regardless of how order is placed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expenditure-based shipping charge increases with size of order, regardless of how order is placed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Handling of Returned Merchandise				
Refunds, credits, and exchanges available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No refunds—credit or exchanges only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No refunds or credit—exchanges only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Back Orders Handling				
Ship complete order only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ship partial order if some products are not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Product Packaging Materials				
Made of high quality, durable materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Made of plastic shrink wrap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Time To Ship Order				
Order shipped on same day/next day after ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order shipped within 3 business days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order shipped within 7 business days or more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

REWARDS PROGRAMS

Please answer the following questions about rewards programs.

19. To the best of your knowledge, do any of these organizations offer a rewards program to benefit their most loyal customers? (IF YOU HAVE CHECKED "YES") Are you a member of the rewards program?

	Has Rewards Program			Am Program Member
	Yes	No	Don't Know	
The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of the above				<input type="checkbox"/>

IF YOU CHECKED ONLY "NO" OR "DON'T KNOW" BOXES, SKIP TO Q.21

20. For each organization that has a rewards program, what are the features of the rewards program. If you are not familiar with the program, check "Don't know."

	The Franklin Mint	The United States Mint	Organization 2	Organization 3
Discounts on products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special shipping options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Members-only Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Next, we'd like to ask you some specific questions about the products and services of one of the organizations that produces/sells coins -- the United States Mint.

If you expect to purchase from the United States Mint in the coming year READ "PARAGRAPH A" BELOW.

If you do not expect to purchase from the United States Mint in the coming year READ "PARAGRAPH B" BELOW.

A. If you expect to purchase from the United States Mint in the coming year:

The 8 profiles on the next four pages describe some services the United States Mint may offer to customers. At the bottom of each profile, please **ANSWER QUESTION A** and check a box to indicate whether **your spending with the United States Mint for the next 12 months** would be likely to decrease, stay the same or increase if you were to experience the service performance listed in the profile throughout the next 12 months.

B. If you do not expect to purchase coins from the United States Mint in the coming year:

The 8 profiles on the next four pages describe some services the United States Mint may offer to customers. At the bottom of each profile, please **ANSWER QUESTION B** and check a box to indicate whether **you would be likely or unlikely to buy from the United States Mint for the next 12 months** if you were to experience the service performance listed in the profile throughout the next 12 months.

**ON THE NEXT 4 PAGES, ANSWER ALL THE "A" QUESTIONS, OR ALL THE "B" QUESTIONS,
NOT BOTH**

[illegible][illegible]

PRODUCT SOURCES

22. To the best of your knowledge, which of the following ways, if any, can you buy products directly from the United States Mint? **(CHECK ALL THAT APPLY)**

By telephone	<input type="checkbox"/>
By mail	<input type="checkbox"/>
On the Web	<input type="checkbox"/>
At the United States Mint production facilities	<input type="checkbox"/>
At United States Mint stores	<input type="checkbox"/>
From United States Mint representatives at coin trade shows and conventions	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

22a. How do you feel about the United States Mint selling coins and coin-related products to the public? Choose a number from 1 to 6, where "1" means you feel it is "Not at all Appropriate" for the United States Mint to sell products to the public and "6" means you feel it is "Very Appropriate" for the United States Mint to sell products to the public.

Not At All Appropriate				Very Appropriate	
1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. To the best of your knowledge, which of the following stores, if any, currently sell United States Mint products such as coins, storage folders, informational books and the like? **(CHECK ALL THAT APPLY)**

	Currently Sell United States Mint Products
Wal-Mart	<input type="checkbox"/>
Hallmark card shops	<input type="checkbox"/>
Target	<input type="checkbox"/>
Barnes & Noble	<input type="checkbox"/>
CVS drug stores	<input type="checkbox"/>
Sam's Club	<input type="checkbox"/>
Michael's	<input type="checkbox"/>
K-Mart	<input type="checkbox"/>
Sears	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

How suitable or not is it for each of the following stores to be a **“partner” with the United States Mint** (that is, to agree to sell U.S. Mint products in their stores)? Please rate each store from “1” to “6” where “1” means “Not at All Suitable” as a partner for the United States Mint and “6” means “Very Suitable” as a partner for the United States Mint.

	Not At All Suitable					Very Suitable				
	1	2	3	4	5	6				
Wal-Mart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Hallmark Card Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Target	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Barnes & Noble	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
CVS Drug Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Sam's Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Michael's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
K-Mart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Sears	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>

if the United States Mint did partner with each of the following stores, what impact, if any, would each partnership have on the United States Mint's reputation? Please rate the potential impact on a scale of "1" to "6" where "1" means that partnering with this store "Would greatly harm the reputation of the United States Mint" and "6" means it "Would greatly enhance the United States Mint's reputation." Choose "7" if you don't know.

[illegible]

WEBSITE

26. Have you ever visited the United States Mint Website?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

IF YOU ANSWERED NO TO THE ABOVE QUESTION, PLEASE SKIP TO Q.29A

27. What have you used the United States Mint Website for? (CHECK ALL THAT APPLY)

Purchasing United States Mint products	<input type="checkbox"/>
Browsing the United States Mint product offerings	<input type="checkbox"/>
Obtaining information about United States Mint products	<input type="checkbox"/>
Obtaining information about United States Mint operations, processes, history, contact information, etc.	<input type="checkbox"/>
Obtaining information about coin collecting	<input type="checkbox"/>
Downloading images of U.S. coins	<input type="checkbox"/>
Other (Specify)	<input type="checkbox"/>

28. Please rate the following **statements about the United States Mint Website** using a scale from "1" to "6" where "1" means "Strongly Disagree" and 6 means "Strongly Agree." Check the "Do Not Know" box if you are not sure.

	Strongly Disagree						Strongly Agree						Don't Know
	1	2	3	4	5	6	7						
The United States Mint Website provides interesting information on how coins are produced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
The United States Mint Web Catalog design is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Navigating the United States Mint Web Catalog is difficult.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Finding the products or information that I want using the United States Mint's Web Catalog is very easy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
There is adequate information available about each product on the United States Mint Web Catalog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Information on product availability is always up-to-date on the United States Mint Web Catalog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Placing an order on the United States Mint Web Catalog is easy to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Ordering United States Mint products on the Web is more convenient than ordering by any other method.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Ordering United States Mint products on the Web is the fastest way to place an order for United States Mint products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Ordering on the Web is the fastest way to receive an order from the United States Mint.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Credit card information for United States Mint Web Catalog orders is handled with the utmost security by the United States Mint.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
The customer service for the United States Mint Web Catalog purchases is excellent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
Getting into the United States Mint Web Catalog to place an order is very difficult.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>
The availability of some products on the United States Mint Web Catalog is too limited.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						<input type="checkbox"/>

50 STATE QUARTERS™

29a. As you may know, the United States Mint has begun a program producing quarters featuring each of the 50 states. Please read each of the following statements about the United States Mint's 50 State Quarters™ program and check "YES" if, to the best of your knowledge, the statement accurately describes the program or "NO" if it does not accurately describe the program.

	Yes, Accurately Describes	No, Does Not Accurately Describe
The new quarters will be produced in the order in which states joined the union.	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint will produce a limited number of each new quarter.	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint will produce a new quarter every month for the next few years until a quarter has been produced for each state.	<input type="checkbox"/>	<input type="checkbox"/>
The new quarters will have a higher silver content than the old quarters.	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint will produce five new quarters a year beginning in 1999 and ending in 2008.	<input type="checkbox"/>	<input type="checkbox"/>
Each quarter will be minted for only ten weeks and then will never be minted again.	<input type="checkbox"/>	<input type="checkbox"/>

29b. Have you made an effort to save, put aside or collect any of the state quarters?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

IF YOU ANSWERED NO TO THE ABOVE QUESTION, PLEASE SKIP TO Q.29E

29c. How many of the state quarters, in total, have you saved or collected?

5 or fewer	<input type="checkbox"/>
6-10	<input type="checkbox"/>
11-25	<input type="checkbox"/>
26-50	<input type="checkbox"/>
51-100	<input type="checkbox"/>
More than 100	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

29d. How have you obtained these quarters? (CHECK ALL THAT APPLY)

Collected from change	<input type="checkbox"/>
Purchased uncirculated quarters	<input type="checkbox"/>
Received from someone else	<input type="checkbox"/>

29e. Is anyone else in your household collecting/saving these quarters? (CHECK ALL THAT APPLY)

Yes, another adult is saving them	<input type="checkbox"/>
Yes, another child is saving them	<input type="checkbox"/>
No, no one else in the household is saving them	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>

29f. Please indicate how much you agree or disagree with the following statements using a scale from "1" to "6", where "1" means "Strongly Disagree" and "6" means "Strongly Agree."

	Strongly Disagree						Strongly Agree	
	1	2	3	4	5	6		
I would rather hunt for the state quarters than buy them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
State quarters that have never been in circulation are worth more than the ones I find in my change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
It does not make sense to spend money to buy state quarters that have never been in circulation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

29g. How many, if any, state quarters do you plan to save or collect in the future?

None	<input type="checkbox"/>
A few from the states that interest me	<input type="checkbox"/>
One from each state	<input type="checkbox"/>
More than one from each state	<input type="checkbox"/>

MEDIA USAGE

30. How often, if at all, do you watch TV at the following times?

	Often	Sometimes	Rarely	Not At All
Weekdays				
Early morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend				
Early morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30a. How often, if at all, do you watch the following types of television programs?

	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Not At All</i>
Cartoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational/documentaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Game shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dramatic series	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitcoms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soap operas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late-night talk shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime talk shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31. Do you have access to cable channels on TV?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

IF YOU ANSWERED "NO" TO THE QUESTION ABOVE, PLEASE SKIP TO Q.33

32. How often, if at all, do you watch the following TV cable channels?

	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Not At All</i>
Lifetime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fox Family Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discovery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discovery Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Learning Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A & E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TNT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. How often, if at all, do you listen to the radio at the following times?

	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Not At All</i>
Weekdays				
Early morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend				
Early morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

34. How often, if at all, do you read the following types of magazines or periodicals?

	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Not At All</i>
Automotive (e.g., Car and Driver, Motor Trend, Popular Mechanic, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business (e.g., Forbes, Fortune, Money, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collecting (e.g., Stamp Collector, Coin World, Coin Age, Numismatic News)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer/Software (e.g., PC Magazine, Game Week, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational (e.g., Smithsonian, National Geographic, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment (e.g., Rolling Stone, Entertainment Weekly, TV Guide, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fashion (e.g., Cosmopolitan, Seventeen, Vogue, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health/Fitness (e.g., Prevention, Shape, Men's Health, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home & Garden (e.g., Home and Garden, Architectural Digest, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifestyle (e.g., People, Parade, US, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Men's (e.g., GQ, Maxim's, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News (e.g., Time, Newsweek, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Sports (e.g., Field and Stream, Mountain Sports & Living, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parenting (e.g., Parents, Working Mother, Child, Parenting, American Baby, Sesame Street Parent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Popular Culture (e.g., Globe, National Enquirer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retirement (e.g., Modern Maturity, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science & Nature (e.g., Scientific American, Popular Science, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports (e.g., Sports Illustrated, Basketball Digest, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women's (e.g., Elle, Family Circle, Redbook, Good Housekeeping, Women's Day, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. How often, if at all, do you read the following types of newspapers?

	Often	Sometimes	Rarely	Not At All
National (e.g., USA Today)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State, regional, metropolitan daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State, regional, metropolitan weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local weekly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business (e.g., Wall Street Journal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These last few questions are for classification purposes only.

36. What is your age?

18-24	<input type="checkbox"/>	50-54	<input type="checkbox"/>
25-29	<input type="checkbox"/>	55-59	<input type="checkbox"/>
30-34	<input type="checkbox"/>	60-64	<input type="checkbox"/>
35-39	<input type="checkbox"/>	65-69	<input type="checkbox"/>
40-44	<input type="checkbox"/>	70-74	<input type="checkbox"/>
45-49	<input type="checkbox"/>	75 and over	<input type="checkbox"/>

37. What is the highest level of education you have attained?

Grade school (8 th grade or less)	<input type="checkbox"/>
Some high school	<input type="checkbox"/>
High school graduate	<input type="checkbox"/>
Some college, no degree	<input type="checkbox"/>
College graduate	<input type="checkbox"/>
Vocational training/2 –year college	<input type="checkbox"/>
4-year college/bachelor's degree	<input type="checkbox"/>
Some post-graduate school, no degree	<input type="checkbox"/>
2 or 3 years' postgraduate work/master's degree	<input type="checkbox"/>
Doctoral/law degree	<input type="checkbox"/>

38. Are you Hispanic or Latino?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

39. Do you consider yourself to be...

American Indian or Alaska Native?	<input type="checkbox"/>
Asian?	<input type="checkbox"/>
Black or African American?	<input type="checkbox"/>
Native Hawaiian or other Pacific Islander?	<input type="checkbox"/>
White?	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>

40. What is your gender?

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

41. Do you have any children under age 18 currently living in your household?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

42. Do you have any grandchildren?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

43. Are you currently employed?

Full time	<input type="checkbox"/>
Part time	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Not employed	<input type="checkbox"/>

44. Which of the following best describes your occupation?

Managerial or professional	<input type="checkbox"/>
Technical, sales, or administrative	<input type="checkbox"/>
Service occupations	<input type="checkbox"/>
Precision products, crafts or repairs	<input type="checkbox"/>
Operators, fabricators, or laborers	<input type="checkbox"/>
Farming, forestry, or fishing	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>

45. How would you describe the area in which you live?

Large city	<input type="checkbox"/>
Medium-to-small city	<input type="checkbox"/>
Suburb near a city	<input type="checkbox"/>
Small town not near a city	<input type="checkbox"/>
Rural or country area	<input type="checkbox"/>

46. Which of the following categories best describes your total household income before taxes in 2000? Your best estimate is fine.

Less than \$10,000	<input type="checkbox"/>
Between \$10,000 to \$19,999	<input type="checkbox"/>
\$20,000 to \$29,999	<input type="checkbox"/>
\$30,000 to \$39,999	<input type="checkbox"/>
\$40,000 to \$49,999	<input type="checkbox"/>
\$50,000 to \$74,999	<input type="checkbox"/>
\$75,000 to \$99,999	<input type="checkbox"/>
\$100,000 or more	<input type="checkbox"/>

47. Thanks for completing the survey. Would you be willing to consider participating in future research studies on coins?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Thank you for participating in this research. Please complete the following so we can send along your \$25 honorarium. You should expect to receive your check in a few weeks.

NAME:
STREET ADDRESS:
CITY:
STATE:
ZIPCODE:

Please place this questionnaire in the postage-paid envelope provided and mail to the following address:

KEVIN GRUENFELD
NATIONAL ANALYSTS, INC.
1700 MARKET ST
PHILADELPHIA PA 19103

Table A1
Demographics

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
Gender								
Male	38	66	61	74	84	38	37	36
Female	62	34	39	26	16	62	63	64
Age*								
18-34	31	9	11	5	3	32	26	35
35-54	47	42	41	45	42	47	43	48
55 or over	21	49	47	51	55	21	30	17
Ethnicity**								
White	88	94	94	96	97	88	91	86
American Indian	2	0	0	1	1	2	4	1
Asian	2	1	2	0	0	2	2	1
Black/African-American	6	2	2	1	1	6	2	10
Hispanic/Latino	4	1	0	1	3	4	3	4
Native Hawaiian/Pacific Islander	0	1	1	0	0	0	0	0
Other	3	2	2	3	2	3	2	3
Presence of Children/Grandchildren								
Have Children <18	44	30	32	27	22	44	44	52
Have Grandchildren	30	45	44	47	54	30	35	29
Geography of Residence*								
Large city	19	17	16	18	27	19	21	18
Medium to small city	26	25	25	25	30	26	25	26
Suburb near a city	23	26	27	25	19	22	22	21
Small town not near a city	14	15	14	17	7	14	16	8
Rural or country area	18	17	18	15	17	18	16	27
(Approximate Base)	(1,184)	(855)	(241)	(329)	(284)	(329)	(983)	(102)

* May not sum to 100% due to rounding.

** Sums to more than 100% because multiple responses were permitted.

Source: Q.36, Q.38, Q.39, Q.40, Q.41, Q.42, Q.45

Table A2
Demographics

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Education*								
High School or less	22	18	19	18	11	22	23	28
Some College	35	31	30	33	40	35	40	30
College Graduate	29	33	34	30	33	29	22	30
Post Graduate Degree	14	17	16	20	16	14	15	11
Total Household Income*								
Less than \$20,000	18	6	7	6	3	18	21	14
\$20,000 to \$49,999	35	40	43	34	32	35	33	45
\$50,000 to \$74,999	23	26	24	29	28	23	19	27
\$75,000 or more	24	28	26	32	37	24	27	13
Employment Status*								
Full-time	56	48	45	54	51	56	56	48
Part-time	17	8	7	10	4	17	22	16
Retired	10	34	34	31	38	10	11	12
Not Employed	17	11	13	6	8	17	11	23
Occupation (Among those who are employed)**								
Managerial/Professional	42	47	44	50	54	42	40	43
Technical/Sales/Administrative	18	22	23	20	17	18	14	14
Service	22	16	16	17	15	22	24	25
Trades/Manufacturing/Agricultural	13	10	11	9	13	13	14	14
Other	6	5	7	3	1	6	7	3
(Approximate Base)	(1,157)	(838)	(236)	(325)	(277)	(319)	(961)	(99)

* May not sum to 100% due to rounding.

** Bases are: (707), (485), (126), (196), (163), (222), (571), (64)

Source: Q.37, Q.43, Q.44, Q.46

Table A3
Magazine Readership*

% Reading Magazines Often	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Women's	20	10	10	10	6	20	21	23
News	17	14	15	14	15	17	14	23
Home & Garden	14	9	10	8	6	14	13	20
Entertainment	12	7	7	6	3	12	8	19
Educational	10	15	16	13	14	10	14	9
Health/Fitness	10	5	5	4	4	10	9	11
Parenting	9	2	2	2	0	9	7	14
Fashion	9	3	4	2	0	9	8	14
Outdoor Sports	8	7	7	7	8	8	7	10
Science & Nature	7	5	3	8	5	7	8	9
Automotive	7	7	8	7	6	7	5	13
Computer/Software	7	5	6	5	6	7	8	7
Lifestyle	7	5	4	5	8	7	2	15
Business	6	9	8	12	10	6	9	4
Retirement	5	12	12	13	13	5	5	5
Men's	5	3	3	2	1	5	2	5
Sports	4	6	6	7	10	4	4	6
Collecting	4	10	6	15	33	4	7	2
Popular Culture	2	2	3	0	1	2	5	2
Other**	15	13	14	9	17	15	19	10
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)	(987)	(102)

* Sums to more than 100% because multiple responses were permitted.

** Common responses for "Other" included political/environmental magazines, religious magazines and Reader's Digest.
Source: Q.34

Table A4
Newspaper Readership*

		Total	U.S. Mint Customers						
% Reading Newspapers Often	Total Sample (%)	U.S. Mint Customers (%)				Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)	
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)				
Local weekly	46	57	57	56	50	46	51	45	
State, regional, metropolitan daily	37	52	52	51	58	37	34	45	
State, regional, metropolitan weekend	36	48	48	48	50	36	30	45	
Business	7	6	6	6	10	7	11	5	
National	4	6	4	10	10	4	3	4	
International	1	1	1	1	1	1	2	0	
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)	(987)	(102)	

* Sums to more than 100% because multiple responses were permitted.
Source: Q.35

Table A5
Television Viewership*

% Watching Television Programs Often	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
News	64	71	71	73	75	64	66	68
Movies	45	36	35	38	40	45	51	46
Educational/documentaries	39	39	37	41	47	39	37	41
Sports	32	33	33	34	42	32	38	28
Dramatic Series	25	23	24	20	20	25	28	29
Sitcoms	27	16	17	13	16	27	27	29
Soap Operas	14	4	5	4	5	14	18	12
Game Shows	11	14	14	13	13	11	18	8
Cartoons	10	2	2	3	4	10	10	16
Science Fiction	11	9	9	8	15	11	13	11
Daytime Talk Shows	7	1	1	2	0	7	8	9
Late-Night Talk Shows	8	7	8	5	9	8	5	11
Religious Programming	4	4	4	4	3	4	4	5
Other	4	4	4	4	4	4	4	6
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)	(987)	(102)

* Sums to more than 100% because multiple responses were permitted.
Source: Q.30a

Table A6
Cable Television Viewership*

% Watching Cable Television Channels Often	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Discovery	32	32	32	33	38	32	38	32
The Learning Channel	24	17	17	18	22	24	25	27
A & E	22	23	23	23	29	22	20	23
Lifetime	18	10	9	12	12	18	19	22
Fox Family Channel	18	9	7	12	13	18	21	19
TNT	18	15	14	18	13	18	22	18
TBS	17	15	15	16	13	17	19	19
MTV	10	3	3	1	2	10	8	11
Discovery Health	10	4	3	6	5	10	8	10
Other**	21	18	17	17	23	21	21	22
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)	(987)	(102)

* Sums to more than 100% because multiple responses were permitted.

** Common responses for "Other" included HBO, History Channel, and ESPN/ESPN 2.

Source: Q.32

Table A7
Times of Day Television Watched and Radio Listened To*

	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)	U.S. Coin Purchasers (%)	U.S. Coin Savers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)			
Watch TV Often*								
Weekdays								
Early morning	27	27	26	29	26	27	26	28
Daytime	15	9	9	9	12	15	12	21
Evening	56	64	65	63	61	56	55	62
Late evening	30	29	31	25	28	30	26	38
Weekends								
Early morning	17	16	13	25	19	17	18	14
Daytime	14	14	14	13	17	14	15	17
Evening	43	54	56	49	53	43	45	42
Late evening	27	28	28	27	31	27	26	32
Listen to the Radio Often*								
Weekdays								
Early morning	45	39	36	46	41	45	53	41
Daytime	20	21	24	15	21	20	22	19
Evening	14	9	8	10	10	14	16	14
Late evening	8	5	4	6	6	8	8	9
Weekends								
Early morning	20	15	13	19	17	20	22	19
Daytime	20	10	10	10	13	20	17	23
Evening	13	5	5	4	7	13	15	13
Late evening	9	3	2	4	5	9	11	10
(Base)	(1,190)	(859)	(242)	(331)	(286)	(331)	(987)	(102)

* Sums to more than 100% because multiple responses were permitted.
Source: Q.30, Q.33

Table A8
Types of Prior Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>U.S. Mint</i>	
Official U.S. Mint coin sets	82
U.S. Mint 50 State Quarters program quarters	70
Other U.S. coins	23
Official U.S. Mint Commemorative coins/coin sets	23
Coin jewelry/gift items	4
Painted or Colorized U.S. coins	1
Antique U.S. coins	1
Official foreign coins	0
Thematic commemorative coins/medallions	0
(Base)	(857)
<i>Franklin Mint</i>	
Official U.S. Mint coin sets	18
U.S. Mint 50 State Quarters program quarters	7
Other U.S. coins	26
Official U.S. Mint Commemorative coins/coin sets	12
Coin jewelry/gift items	8
Painted or Colorized U.S. coins	11
Antique U.S. coins	4
Official foreign coins	3
Thematic commemorative coins/medallions	12
(Base)	(47)

(Continued)

Table A8
Types of Prior Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>TV Shopping Programs (e.g., Home Shopping Network, QVC)</i>	
Official U.S. Mint coin sets	35
U.S. Mint 50 State Quarters program quarters	19
Other U.S. coins	36
Official U.S. Mint Commemorative coins/coin sets	28
Coin jewelry/gift items	13
Painted or Colorized U.S. coins	24
Antique U.S. coins	16
Official foreign coins	1
Thematic commemorative coins/medallions	5
(Base)	(30)
<i>Regional or Local Coin Dealers</i>	
Official U.S. Mint coin sets	24
U.S. Mint 50 State Quarters program quarters	36
Other U.S. coins	41
Official U.S. Mint Commemorative coins/coin sets	11
Coin jewelry/gift items	12
Painted or Colorized U.S. coins	9
Antique U.S. coins	26
Official foreign coins	8
Thematic commemorative coins/medallions	5
(Base)	(121)

(Continued)

Table A8
Types of Prior Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>Companies Offering Coins in Direct Mail/ Newspapers/Magazine Ads</i>	
Official U.S. Mint coin sets	7
U.S. Mint 50 State Quarters program quarters	43
Other U.S. coins	39
Official U.S. Mint Commemorative coins/coin sets	16
Coin jewelry/gift items	2
Painted or Colorized U.S. coins	10
Antique U.S. coins	28
Official foreign coins	6
Thematic commemorative coins/medallions	2
(Base)	(85)
<i>Internet Auction Sites (e.g., eBay)</i>	
Official U.S. Mint coin sets	31
U.S. Mint 50 State Quarters program quarters	57
Other U.S. coins	21
Official U.S. Mint Commemorative coins/coin sets	6
Coin jewelry/gift items	2
Painted or Colorized U.S. coins	2
Antique U.S. coins	37
Official foreign coins	27
Thematic commemorative coins/medallions	0
(Base)	(37)

Table A9
Types of Expected Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>U.S. Mint</i>	
Official U.S. Mint coin sets	84
U.S. Mint 50 State Quarters program quarters	70
Other U.S. coins	22
Official U.S. Mint Commemorative coins/coin sets	26
Coin jewelry/gift items	4
Painted or Colorized U.S. coins	1
Antique U.S. coins	1
Official foreign coins	0
Thematic commemorative coins/medallions	0
(Base)	(827)
<i>Franklin Mint</i>	
Official U.S. Mint coin sets	19
U.S. Mint 50 State Quarters program quarters	16
Other U.S. coins	16
Official U.S. Mint Commemorative coins/coin sets	39
Coin jewelry/gift items	4
Painted or Colorized U.S. coins	2
Antique U.S. coins	17
Official foreign coins	11
Thematic commemorative coins/medallions	3
(Base)	(32)

(Continued)

Table A9
Types of Expected Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>TV Shopping Programs (e.g., Home Shopping Network, QVC)</i>	
Official U.S. Mint coin sets	25
U.S. Mint 50 State Quarters program quarters	4
Other U.S. coins	51
Official U.S. Mint Commemorative coins/coin sets	35
Coin jewelry/gift items	26
Painted or Colorized U.S. coins	5
Antique U.S. coins	30
Official foreign coins	22
Thematic commemorative coins/medallions	21
(Base)	(21)
<i>Regional or Local Coin Dealers</i>	
Official U.S. Mint coin sets	26
U.S. Mint 50 State Quarters program quarters	34
Other U.S. coins	44
Official U.S. Mint Commemorative coins/coin sets	18
Coin jewelry/gift items	17
Painted or Colorized U.S. coins	6
Antique U.S. coins	41
Official foreign coins	13
Thematic commemorative coins/medallions	6
(Base)	(106)

(Continued)

Table A9
Types of Expected Coin Purchases Among U.S. Mint Customers

	Total U.S. Mint Customers (%)
<i>Companies Offering Coins in Direct Mail/ Newspapers/Magazine Ads</i>	
Official U.S. Mint coin sets	2
U.S. Mint 50 State Quarters program quarters	24
Other U.S. coins	26
Official U.S. Mint Commemorative coins/coin sets	6
Coin jewelry/gift items	10
Painted or Colorized U.S. coins	8
Antique U.S. coins	32
Official foreign coins	18
Thematic commemorative coins/medallions	3
(Base)	(74)
<i>Internet Auction Sites (e.g., eBay)</i>	
Official U.S. Mint coin sets	40
U.S. Mint 50 State Quarters program quarters	39
Other U.S. coins	29
Official U.S. Mint Commemorative coins/coin sets	3
Coin jewelry/gift items	0
Painted or Colorized U.S. coins	0
Antique U.S. coins	58
Official foreign coins	28
Thematic commemorative coins/medallions	0
(Base)	(33)

Table A10
Amount Spent on Collections in Past 12 Months Among U.S. Mint and Non-Mint Customers*

Amount Spent on Collections in Past 12 Months	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Antique Furniture or Art Objects						
\$0	17	8	4	14	4	17
\$1-\$99	14	14	23	2	7	14
\$100-\$499	26	44	48	42	32	26
\$500 or more	43	34	25	42	57	43
(Base)	(171)	(125)	(28)	(57)	(40)	(46)
Dolls						
\$0	17	6	0	9	12	17
\$1-\$99	19	36	58	24	10	19
\$100-\$499	56	45	28	56	43	56
\$500 or more	8	14	14	11	35	8
(Base)	(101)	(63)	(8)	(35)	(20)	(38)
Baseball Cards						
\$0	44	22	18	35	14	44
\$1-\$99	26	54	62	36	28	26
\$100-\$499	21	22	20	29	26	21
\$500 or more	9	2	0	0	32	9
(Base)	(105)	(74)	(21)	(26)	(27)	(31)

(Continued)

* May not sum to 100% due to rounding.
Source: Q.1

Table A10
Amount Spent on Collections in Past 12 Months Among U.S. Mint and Non-Mint Customers *

Amount Spent on Collections in Past 12 Months	Total Sample (%)	Total U.S. Mint Customers (%)	U.S. Mint Customers			Non-Mint Customers (%)
			<\$100 (%)	\$100-\$499 (%)	\$500+ (%)	
Stamps						
\$0	30	16	21	9	7	30
\$1-\$99	61	53	60	48	16	61
\$100-\$499	9	24	17	34	46	9
\$500 or more	0	7	3	10	31	0
(Base)	(205)	(170)	(41)	(59)	(70)	(35)
Guns, Knives, War Memorabilia						
\$0	14	17	17	19	5	14
\$1-\$99	34	14	21	7	4	35
\$100-\$499	29	45	45	45	44	29
\$500 or more	23	24	17	29	47	23
(Base)	(138)	(105)	(19)	(38)	(48)	(33)

* May not sum to 100% due to rounding.
Source: Q.1